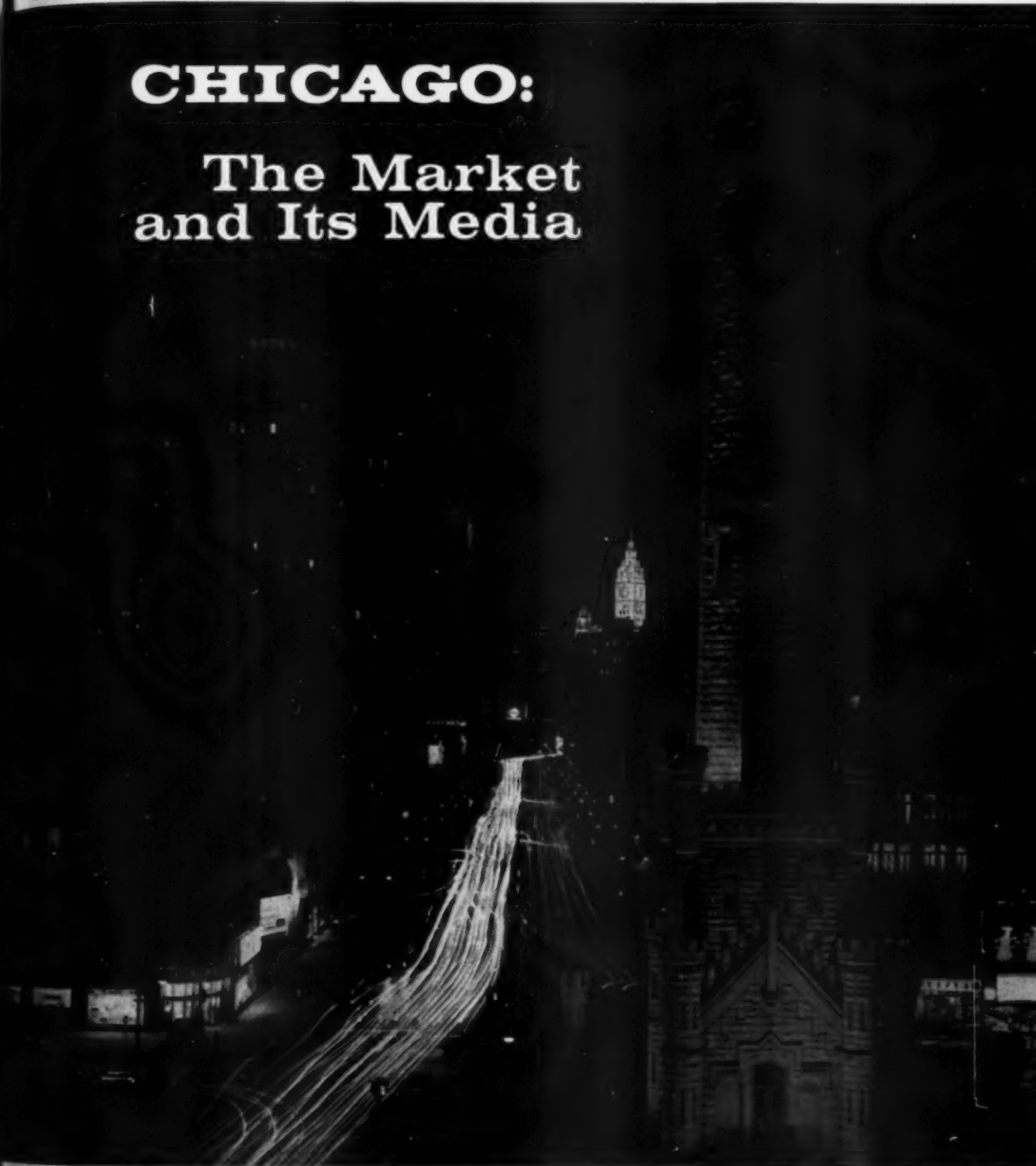


CHICAGO:

The Market and Its Media



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Karl A. Zollner



MARKETING WORK FILE

William L. Poland



METALWORKING MARKET COUNSEL

Calvin Fisher, Jr.



USERSHIP REPORTS

Edward L. Franke



IMPACT PROGRAM

James K. Gillam



PRESENTATION AIDS

William J. Verschoor



STEEL INTERNATIONAL

William D'Alexander



MARKETING LIBRARY

Harold A. Dennis



IMPACT ISSUE ON AUTOMATION

expect new ideas

Paul Manning



Watch this space
next month for another
new idea from STEEL.

INTERNATIONAL MARKETING GUIDE

Get the marketing first from
STEEL INTERNATIONAL!
Complete trade and market-
ing information on all major
world marketing coun-
tries and areas. Included are
statistics on growth and
potential of countries as well
as industries, etc. Ask your
STEEL Representative for
complete details.



BPA

first from

STEEL

The Metalworking Weekly

Newsweek is read by more top Washington defense officials than any other newsweekly

The 1961 budget of the Federal Defense Agency (Armed Services and Office of the Secretary of Defense) is estimated at \$46.7 billion—largest since the Korean War. The National Aeronautics and Space Administration budget is \$1.7 billion. The top officials in these

agencies are responsible for the expenditure of these funds. According to a recent study conducted by Walter Gerson & Associates among these defense groups, more top officials read Newsweek than any other newsweekly. Newsweek: *Atmosphere for action!*



...ahead of the news, behind the headlines...for people at the top

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Media/Scope SERVING THE BUYERS OF ADVERTISING

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Media/scope SERVING THE BUYERS OF ADVERTISING

MEMO to media



Portrait of an Advertising Buyer (Agency Variety)

The median advertising buyer is male, married, 33.7 years old, a college graduate with 10.9 years of advertising experience and--of course--he is active in the selection of media.

This is the composite picture drawn by Standard Rate & Data Service's National Panel of Media Buyers, an independent group of 250 men and women selected as a true cross section of agency advertising buyers. While this Panel represents only one segment of the entire media-buying function, regular communication with it helps provide SRDS--and Media/scope--with a valuable portrait of advertising buyers in advertising agencies--their thoughts, actions, opinions and development.

In the latter category, the Panel Members were recently asked to answer a questionnaire about formal vs. informal training of advertising buyers.

While only 10% of the Panel said they themselves had formal training in an agency, 33% said their agency currently conducts some type of training program. The least popular method of keeping informed on developments is to take courses offered by various schools (only 11% do this). The most popular method is to read advertising, sales and marketing trade publications (100% do this).

An issue of Media/scope was read by 80% of the Panel Members during the previous 4 weeks, with 30% of this number reading it at home. Further, Media/scope-reading Panel Members spend a median time of 47 minutes on Media/scope with 12% of these readers spending two hours or more on it. Compare this with the next largest media figure of 28 minutes spent on another trade publication. Only 3.5% of these readers spent two hours or more reading this publication.

Add to these findings the similar statistics uncovered in previous Media/scope Reader Interest Studies of agency and advertiser reader samplings going as far back as January, 1959. Add the results of current page-by-page readership studies done by the Advertising Impact Measurement Service both for Media/scope and for various advertisers requesting it. And add the "Buying Power of the Media/scope Audience" research study by Market Facts, Inc. which revealed that 96% of Media/scope's advertiser readers and 89% of Media/scope's agency readers are active in the selection of space or time.

(Over)

What does this mean to you as a media advertiser? It proves the readership and serious acceptance of Media/scope by the precise audience you seek. It shows that Media/scope obviously is continuing to meet a need, fulfill a function not duplicated by any other publication. And it documents the opportunity that Media/scope--and only Media/scope--offers you to concentrate your message on advertising buyers while they read about advertising buying in a publication edited exclusively for advertising buyers.

Take advantage of this opportunity . . . advertise in Media/scope.

Cordially,

A handwritten signature in cursive script that reads "A. W. Moss".

A. W. Moss
Assistant Publisher

(This insert appears only in those copies going to our complimentary list.)

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MEDIA PLANNING

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COVER

Chicago at Night: North Michigan Avenue looking South past old landmark, the Water Tower, a symbol of the old and the new in the Chicago Market. Study starts on page 53. Photo courtesy The First National Bank of Chicago, which used the same picture in advertisement in *Fortune* prepared by Foote, Cone & Belding.

SUBSCRIPTION RATES AND QUALIFICATIONS

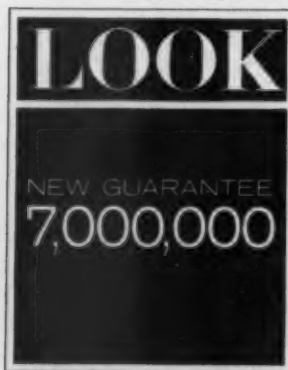
For qualified people in media-buying in U. S., its Possessions and Canada: \$3 a year, \$5 two years, \$7 three years. All other countries \$6 a year, \$10 two years.
For people outside the media-buying function (publishers, time and space salesmen, associations, research organizations, etc.) in U. S., its Possessions, Canada: \$7.50 a year. All other countries \$10 a year.
Subscription orders must show name and title of individual, name of company, and nature of company's business. Publisher reserves right to refuse non-qualified subscriptions.

MEDIA/SCOPE is published exclusively for those people with advertiser companies and advertising agencies engaged in or contributing to the media-buying function.

MEDIA/SCOPE is published monthly by Standard Rate & Data Service, Inc., 5201 Old Orchard Road, Skokie, Ill. Printed in U. S. A. Controlled circulation postage paid at Skokie, Ill. Copyright 1961 by Standard Rate & Data Service, Inc. Change of mailing address must reach Circulation Department two weeks in advance of publication date.

LOOK ANNUAL CIRCULATION

1944	1,902,383
1945	2,008,924
1946	2,358,978
1947	2,687,558
1948	2,909,218
1949	3,079,073
1950	3,172,943
1951	3,227,161
1952	3,276,772
1953	3,553,419
1954	3,869,939
1955	4,071,015
1956	4,195,075
1957	5,195,710
1958	5,662,982
1959	5,785,804
1960	6,258,983
1961	6,611,681*



Effective with the issue of March 13, 1962, Look will guarantee to advertisers an average net paid circulation of 7,000,000. The current guarantee is 6,500,000. Current-issue circulation exceeds 6,800,000. Look will pass 7,000,000 in circulation with the issue of Nov. 7, 1961, and will deliver a bonus of more than half a million copies through next February. The new guarantee reflects the reader demand that has resulted in a circulation gain for LOOK every year since 1944. This record — unmatched by any other major magazine in America — is a mark of LOOK leadership.

Annual circulation figures based on ABC audited circulation through June 30, 1960; Publisher's statement as filed with ABC for 6 months ending Dec. 31, 1960.
*First 6 months 1961 per publisher's statement filed with ABC.

MEDIA/SCOPE

Serving the buyers of advertising

Published monthly by
Standard Rate & Data Service, Inc.



EDITOR

Roger Barton

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Carroll J. Swan, *Managing Editor*
Ephraim A. Lewis, *Associate Editor*
George A. Swishelm, *Associate Editor*
John F. Klatt, *Associate Editor*
Sue Holm, *Editorial Associate*
Peggy McBride, *Editorial Associate*
Lincoln W. Mott, *Art Director*
Dr. H. P. Alpaugh, *Marketing Consultant*

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& Assistant Publisher*
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EDITORIAL AND BUSINESS OFFICES

PUBLISHING & EXECUTIVE OFFICE
5301 Old Orchard Road
Skokie, Illinois
Yorktown 6-8500—Juniper 3-1333

MAIN EDITORIAL & SALES OFFICE
420 Lexington Avenue
New York 17, New York
Murray Hill 9-6620

PACIFIC COAST OFFICE
Don Harway & Co.
336 N. Central Ave.
Glendale 3, California
Chapman 5-9421

From the publisher's notebook

When The Postman Rings



It cannot be said that "The Postman Never Rings Twice" at MEDIA/SCOPE's editorial offices, for there are at least three daily deliveries. What the postman brings may interest MEDIA/SCOPE readers, for I feel they may better understand the magazine if they know some of its inner workings.

When we started MEDIA/SCOPE as a commercial venture just four years ago, in October 1957, we received no mail because nobody knew about us. It is a curious sensation to try to put out a magazine without being stimulated and informed by the tall pile of news releases, letters, and speeches that arrive in the day's mail. Without mail you feel you are operating in a vacuum.

Hence, we had to generate mail as a very first order of business. This consisted first of compiling long lists of advertisers, advertising agencies, media, public relations firms, marketing research organizations, government bodies, trade associations, and other sources of worthwhile information. Then we asked to be put on their mailing lists. The momentum that we developed in this way has gained over the years, and now many sources send us material merely because they have come to know about us and want our attention.

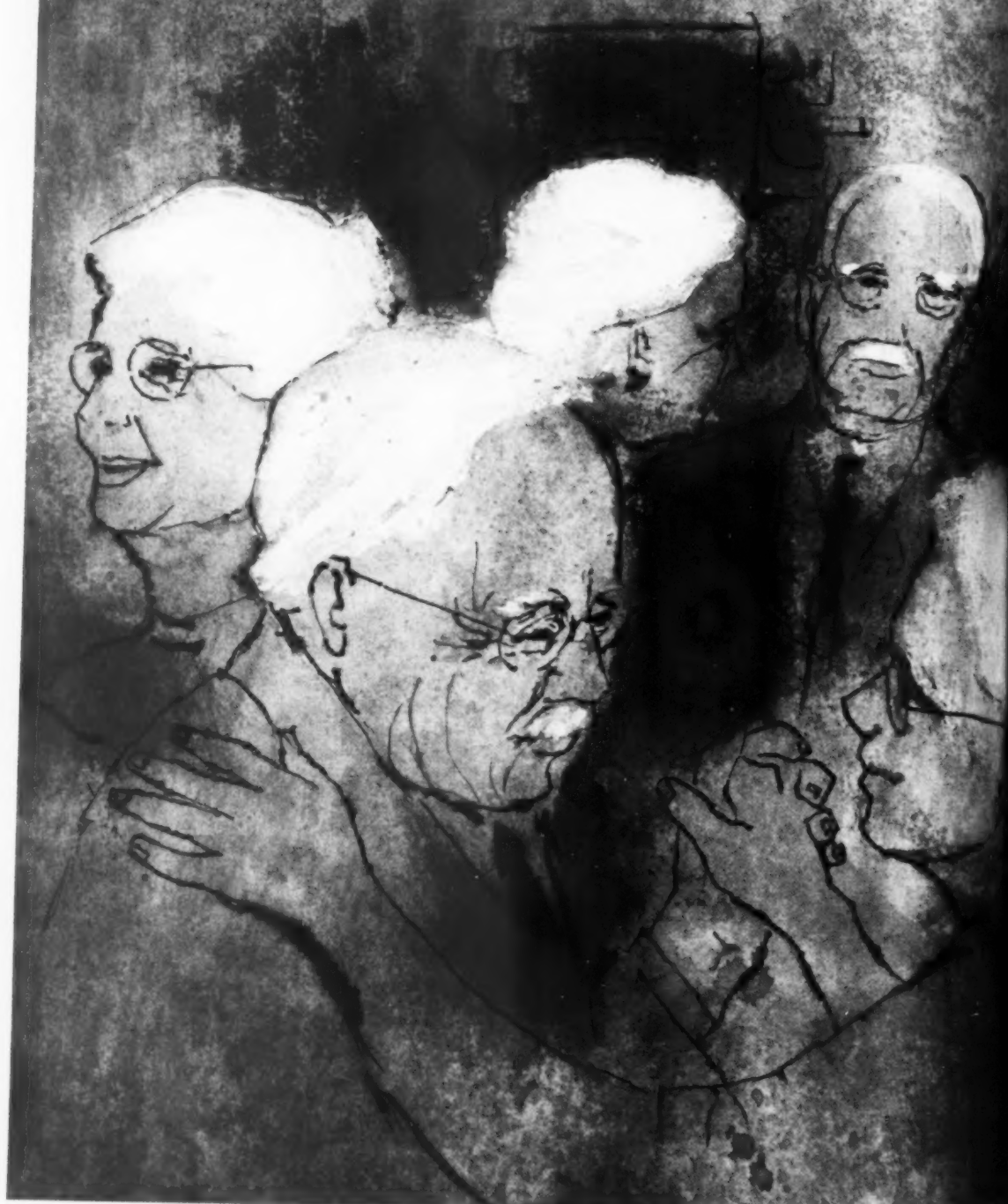
The mail is piled high in the morning. It contains newspapers and magazines, some of which have to be scanned in the office while others can be taken home to read. It contains news releases and photographs, copies of talks given by persons in advertising, intramural memoranda, market and media studies, contributions intended for publication, letters seeking information about markets and media and how to buy them, notes suggesting items to be developed by MEDIA/SCOPE, and letters that praise articles that have appeared in MEDIA/SCOPE or which criticize them.

Of course, some of this activity is wasteful. We receive mail about product developments that have absolutely no intrinsic interest for planners and buyers of media—news of better cleansers, new lipsticks, improved appliances, and other matters that are interesting to merchandising and industrial publications but not to us. Some of the documents are delivered to us breathlessly by messenger, whereas we might not have needed them that day or perhaps even that week, such are our deadlines. We never fail to be impressed by the waste in use of messenger services, particularly on the part of agencies.

There is something special about a publication's daily mail. On Monday morning its volume and flavor may set the temper for the week and surely for the day. But whatever the mail, we know that in a certain sense it is our own creation. It results from the contacts we have made or the recognition we have received. It reflects the plusses and minuses of our endeavor. And, in a larger sense, it reflects the temper of that part of the advertising world which we have elected to serve and which we wish to address.

Walter E. Botthof

"The waltz you saved for me



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On a Sunday afternoon, people watching WLW Television could hardly believe their eyes. There was a startling difference in the regular teenage dance program. The couples dancing were not young. They had snow-white hair. But they were young in heart with a twinkle and often a tear of joy in their eyes.

They were members of the Senior Citizens Club invited by WLW Television to enjoy this dance program.

And they had a wonderful time. Some hadn't danced since the gay 90's . . . and some, never at all. The winner of the waltz was 89 years old.

It was an unforgettable, moving experience . . . and another example of the heart and humanity . . . the warm and friendly spirit which are always a part of WLW Stations in the Crosley Broadcasting tradition. This is our pride and our privilege.

WLW-T
Television
Cincinnati

WLW-A
Television
Atlanta

WLW-I
Television
Indianapolis

WLW-D
Television
Dayton

WLW-C
Television
Columbus



the dynamic WLW stations
Crosley Broadcasting Corporation

When you think Western New York, think Buffalo, Rochester—and Erie!



For many advertisers Erie, Pa., is an integral part of Western New York, inseparably linked, for marketing purposes, with Buffalo and Rochester. ■ Considered as a New York market, Erie is the 4th city in population, 5th in effective buying income, outside Metropolitan New York. And, also among "upstate" markets, Erie ranks 3rd in average earnings by industrial workers—topped only by its neighbors, Buffalo and Rochester. ■ Besides, population, between 1950 and 1960, increased at a faster clip than in four of the five leading "upstate" cities. ■ To win consumer loyalty in this dynamic New York market, all you need is The Erie Times & News.

Sources — Population: 1950 & 1960 U. S. Censuses. Effective buying income: 1961 Sales Management Survey of Buying Power. Employment data: Pennsylvania Bureau of Employment Security, N. Y. Department of Labor.

The Erie Times evening

The Erie News morning

The Erie Times-News Sunday

Represented by The Katz Agency, Inc.

LOOKING FOR A NEW PLANT SITE?

Write Erie Chamber of Commerce for detailed brochure on Erie Industrial Park: 225-acre, centrally-located plot offering ideal water, rail, highway transportation; proximity to major markets; skilled labor force.

Letters from Readers

RATE PROTECTION

In regard to Dave Wasko's item "Rate Protection?" in the August issue of *MEDIA/SCOPE*:

I am only an infant in the media field, even though I've been in advertising for the past 15 years. This "rate protection" has been a sore subject with me because I have always been under the impression that this is what contracts are for—to protect the advertiser. I am specifically speaking about trade publications that increase their rate in the middle of the year, and don't inform us of this intention at the time we submit our contract.

When I make out my media recommendations for the following year (which is usually at least four months in advance of the year) I write to each publication and ask them before I proceed if they intend to increase the rate the next year. Most of them don't know. It becomes very embarrassing to the agency when a rate is increased after its client's budget has been determined and approved. Naturally, the advertiser doesn't understand this. He consequently can cancel some of his advertising or give the agency a hard time. Because of this lack of cooperation between the agency and the publication both are losing out.

I want to see it written into the laws that an agency is protected at the rate indicated on their contract.

I appreciate the article.

MARY A. CASEY

Director of print media, The Sackel-Jackson Co., Inc., Boston.

VIEW ON CANADIAN PUBLISHING

This is a reply to an advertisement that appeared in *MEDIA/SCOPE* of August, page 59. It was entitled "What Would Americans Do? An editorial from *The Ottawa Journal*, Ottawa, Canada, July 4, 1961." It was an advertisement sponsored by the Periodical Press Association of Toronto.

May I present one American advertising man's view of the evident crisis in Canadian publishing, prefaced by my admission of total ignorance of

the apparent gravity of the situation, except what the editorial reprinted from *The Ottawa Journal* has taught me.

I have absolutely no commercial connection with Time, Inc., either as space buyer or seller, subscriber, or stockholder.

There is obviously a need in Canada for the type and style of these magazines sold to Canadians on their newsstands. The editorial points out this vast market in statistical terms.

It seems extremely foolish to advertise publicly in the United States that the periodical publishers of Canada haven't the financial, editorial, technical, or marketing talent to fill this real need in this lucrative market.

Why? Because I can't believe it's true. I'm sure they have all the resources and enthusiasm necessary to capitalize on this need of fellow Canadians, without resorting to frightened screams that Mr. Henry Luce discovered it first and gets rich because of it.

If Mr. Luce's or any other U. S. publication is illegally unfair, misleading, avoids taxation, or perpetrates fraud, indict it.

If they have shown the way to improved Canadian communications, follow them.

But, please don't allow the Periodical Press Association to use *The Ottawa Journal's* editorialized letters to try to convince media buyers, and other American advertising people like me, that Canadians can't compete successfully.

They can. They have. They always will!

What would Americans do? Get busy!

JOHN QUINN

Milwaukee, Wis.

READING AT HOME

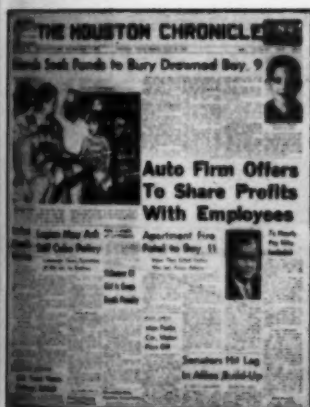
I was interested in Howard G. Sawyer's column of August 1961 ("Business Press") and his comments on business men taking time from their work to read business publications.

We have conducted a great number of readership reports on our various magazines, and a question we always

(Continued on page 10)



WELCOME PARADE



The Houston Chronicle
The Leading Newspaper
In America's Seventh City
Adds PARADE Magazine
Beginning
Sunday, January 7, 1962



Houston jumped from fourteenth in 1950 to seventh among all U.S. cities. The Houston Chronicle has kept pace with that growth. Today, The Chronicle leads Houston's other Sunday newspaper by over 14,000 in city circulation.

In Houston, The Chronicle reaches more people, carries more advertising, sells more merchandise.

Parade's steady growth has made it twice as big, twice as powerful as in 1950.

With the addition of Texas' great newspaper, The Houston Chronicle, distributing newspapers are at an all-time high... up from 33 to 66 since 1950. Circulation is at an all-time high... 10,222,952... double the total in 1950.

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*1961 Starch Report

1,300,000 ELKS . . . a select \$16 billion market!*

Elks are the community's civic and business leaders . . . among the nation's top earners with a high \$8,709 median income.* They're influential, affluent, men of action—united in the fraternal bonds of philanthropy and fellowship.

THE ELKS MAGAZINE is their personal publication—informs, entertains, moves them—with an editorial package tied to these unique interests. It is the *only* publication specifically designed to attract—influence—sell this select male market . . . without waste or marginal fringe circulation. If you're hunting for business—place your shots where they count. Get tough with your advertising investment by aiming sales messages at the dynamic Elks market. Use THE ELKS MAGAZINE . . . the one medium that communicates with Elks!

Send for "The Elks Market — '61" today
and get the full story.

why isn't your story in . . .



THE Arkansas Gazette *

- * LEADS IN TOTAL CIRCULATION
- * LEADS IN TOTAL ADVERTISING LINAGE
Exclusive Media Records Subscriber in Little Rock
- * WE ARE THE LEADING PAPER BY FAR
IN TOTAL CIRCULATION AND TOTAL ADVERTISING

there's news in little rock . . .



Oldest Newspaper
West Of The
Mississippi River

Arkansas Gazette

Established 1819

Represented
Nationally By
The John Budd Co.

(Continued from page 8)

ask is where the publication is read. Our research shows that a surprising number of business magazines are read at home, even though they are mailed to the recipient at his business address.

For example, *Electrical Contracting & Maintenance* shows that 62.4 per cent of the recipients read it at home, while only 39.8 per cent read it at work. The totals add to more than 100 per cent because some, apparently, read the magazine at both places. *Canadian Chemical Processing*, a more technical magazine, is read 62 per cent at work and 38.1 per cent at home. *Hospital Administration & Construction* is read 53.1 per cent at home and 47.2 per cent at work. *Canadian Transportation*, a magazine going primarily to the Canadian railway industry, is read 51.5 per cent at home, 52.8 per cent at work. *Canadian Woodworker*, a magazine devoted to the wood fabricating industry, is read 63.2 per cent at home, 37.7 per cent at work.

These figures have always been somewhat of a surprise to us, and we believe they augur well for the business papers. If business men think enough of them to take them home and read them in their leisure time, it is something of an accolade to the publications.

E. VICTOR MANSER

Vice president, Southam-MacLennan Publications, Don Mills, Ontario.

WENIG RESEARCH CHAIRMAN

Phillip W. Wenig, president of SRDS Data, Incorporated, has been named chairman of the research committee of the National Business Publications, Inc. The committee is responsible for conducting studies and directing surveys which help NBP members. Mr. Wenig is research director of MEDIA/SCOPE.

HIGHEST RATES PAID FOR HUMOR

MEDIA/SCOPE seeks to brighten its pages with more humorous pieces relating to media buying.

Humor is a scarce ingredient, hence we urge readers who can write humorously about their business, or who know copy writers who can, to get in touch with

THE EDITOR
MEDIA/SCOPE

420 Lexington Ave., New York 17

1
OCT. 1961

*New RKO General
National Sales Division
will move you closer
to the must-buy markets*

Make a date—now—to meet a brand new authority on the nation's top markets...markets covered and nailed down by America's largest and most powerful independent radio-&TV chain: RKO General.

This man-of-all-answers is your new RKO General National Sales Division sales executive. He was hand picked to work with you. He's been proven tops. And he's buzzing

with the latest word on every corner of every county reached by the RKO General chain.

New York City: WOR-TV, WOR AM/FM

Boston: WNAC-TV, WNAC-AM, WRKO-FM
THE YANKEE NETWORK

Los Angeles: KHJ-TV, KHJ-AM/FM

Detroit-Windsor: CKLW-TV, CKLW-AM/FM

Memphis: WHBQ-TV, WHBQ-AM

San Francisco: KFRC-AM/FM

Washington, D.C.: WGMS-AM/FM

To learn more about the service, flexibility and data-in-depth that will help you make faster decisions, better decisions, and decisions that put more muscle into every dollar you spend... call your local RKO General Station or nearest RKO General National Sales Division Office.

New York: Time & Life Bldg., LOngacre 4-8000

Chicago: Tribune Tower, SUperior 7-5110

Hollywood: 1313 No. Vine, HOLlywood 2-2133

San Francisco: 415 Bush Street, YUkon 2-9200



70% of total gasoline and oil linage in Indianapolis newspapers appears in The Star and The News



They're in...in Indiana with The STAR and The NEWS

Morning & Sunday

Evening



The best selling gasoline and oil brands get a lot of "mileage" out of their ads in The Star and The News.

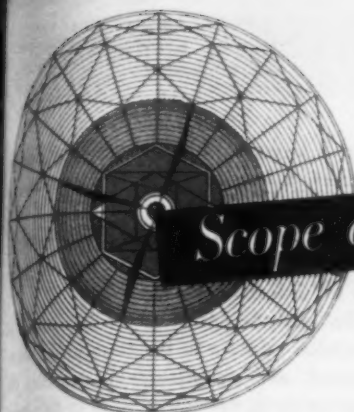
With 52.8% coverage of Central Indiana's 45-county, \$4.3 billion market area they get the major share of \$206 million dollars in annual service station sales.*

Star-News selling power can create brand preference for your products, too... at lowest dollar cost!

*Figures for the year of 1960—a \$7 million increase over 1959.

The Indianapolis Star and The Indianapolis News

Kelly-Smith Company, National Representatives



Scope on Media

A LOOK AROUND AND A LOOK AHEAD

"DRIVER" TESTS FOR OUTDOOR

Five major advertisers have "expressed serious interest" in a new technique for pre-testing outdoor advertising. Method, devised by Oxtoby-Smith, Inc., New York, borrows a leaf from driver training techniques used by some high schools.

In driver training, the students sit in the front seat of a stationary auto, and face a film that was made in a moving car. This is presented to them through rear-screen projection. Scenery and speeds shown in the film vary; they simulate many driving situations. Oxtoby-Smith uses the same technique to test reaction to posters or outdoor point-of-purchase displays cut into the film at appropriate points.

"Drivers" don't realize that outdoor advertising is being tested until well into the personal, post screening interview. This includes dummy questions in the early stages. Interviewers ferret out the extent of recall in various situations, such as different poster locations and driving speeds.

HOW SPECIAL ARE SPECIALS?

Television specials have a number of media functions: they can accommodate extra-long or unusual-format commercials; they can fill the need for unusual or prestige programming otherwise unavailable on the networks; they can solve special seasonal advertising requirements or kick off a new product in a memorable way.

But advertisers considering these special shows should have some such objective in mind, because the one thing specials don't do is guarantee a whopping rating.

According to an analysis by A. C. Nielsen Company of all specials aired during the 1960-61 season, special programs on the average rated slightly lower than regularly scheduled shows in the same time periods (17.2 for specials; 18.6 for regulars). If one eliminates the typically low-rated news and documentary specials, entertainment specials averaged 19.6, a little above the regular shows they replaced.

Specials are more of a gamble. They either get unusually high average audience or very low.

Aside from these qualifications, it appears that specials are not really so special. By program type, they perform much the same as regular shows. Variety formats rate highest; general drama rank next, followed by documentary, mystery drama, and news, in that order.

One of the most interesting findings is that the performance of the pre-empted regular show has a marked effect on the performance of the special that replaces it; strong specials pre-empt strong shows, weak specials pre-empt weak shows.

What the specials do is exaggerate the trend in the time spot. The highest rated 10 specials racked up considerably higher ratings than the shows they replaced, and a far higher share of audience. The median rated 10 performed roughly the same as the shows they replaced, while the low-rated 10 turned in both lower ratings and smaller shares than the shows they pre-empted.

ARE HARD-TO-INTERVIEW AUDIENCES DIFFERENT?

A problem for users of audience research has always been the impossibility of securing data showing exactly who reads, listens to, or watches the media under study. Field researchers find that some of the people in their carefully selected samples are not at home. The question comes up: are the reading habits of the not-at-homes the same as those reached by the interviewers?

One solution to this problem is for the interviewers to call again and again until virtually all of the sample is interviewed, but this gets expensive. Now various researchers are working out formulas to apply with sufficient confidence to correct biases that result from call-back problems.

Sindlinger & Company did work in this area recently in a report for the Philadelphia *Inquirer*. It found considerable difference in audience characteristics of people reached through call backs extending over a two-weeks' period after the first call. In its survey, nearly twice as many families with incomes above \$7,500 were discovered after the call backs, and morning newspaper readership was found to be 14 per cent higher. The biases occurred apparently because the hardest-to-reach segments of the audience were high in number of working women,

Scope on Media

managers, and professionals — and low in housewives, retired people, age groups over 55, and large families. Sindlinger plans to study the subject further to examine differences among hard to reach families in TV viewing, magazine reading, radio listening, buying plans, and product usage.

Working in the same area has been W. R. Simmons and Associates engaged in survey work for the Chicago *Sun-Times* and *News*. Its study for the newspaper was conducted in consultation with the Advertising Research Foundation, which heartily approved of extensive call-back procedures used. This in turn led to a special ARF technical report, underwritten by the *Sun-Times* and *News*, on the call-back procedure, which the ARF describes as a forward step in developing a nights-at-home formula to avoid extensive, and expensive, call backs.

Final solution of this problem has not as yet been achieved; but it is clearly a worthwhile endeavor, and one that media evaluators can encourage.

LOWERED RATES FOR BACK-TO-BACK COMMERCIALS

The perils of TV adjacencies are highlighted in some recent experimental testing done by Schwerin Research Corp. It first determined the relative effectiveness of four commercials when positioned alone in a control show. Then it tested the same commercials back-to-back. All four commercials lost ground. The two that rated lowest on their own were knocked out of the box when they were backed up against competition.

The indications are that media buyers are right in avoiding back-to-back placement for any commercials — and especially right when either competitively weak commercials of their own are involved or when competitively strong commercials of competitors may be in the market.

WHERE FARMERS GET NEW IDEAS

How new ideas are spread in the farm field is the subject of a unique presentation developed by Drs. George Beal and Joseph Bohlen of Iowa State College. They divide farmers into innovators of new farming techniques, early adopters, early majority, majority, laggards, and non-adopters. They then characterize each group:

Innovators, they say, usually have the largest farms, highest incomes, and most extra-community contacts. This small group seeks new information directly from state colleges and from government agricultural agencies. The group's interests center around "why" a new technique will give them higher yield at lower cost.

Early adopters, another small group, are young, well-educated, participators in community activities and government programs, good readers of papers, magazines, and bulletins.

Early majority, a larger group, also good publication and bulletin readers, a key group of "informal leadership."

Majority, older farmers, less active in group participation and readership, inclined to turn to the leadership groups for "how to" information.

The Beal-Bohlen analysis points to the importance of all forms of education vehicles in the farm field (educational, governmental, and publishing) in reaching the farmers most susceptible to new ideas, who in turn influence the final adoption of new methods and techniques by the broad majority. Presented recently to media groups under the sponsorship of *Successful Farming*, the Beal-Bohlen point of view is also available as Special Report No. 18 of the Agricultural Extension Service, Iowa State College, Ames, Iowa.

The studies also indicate that media and government are leading sources of information at the "awareness" and "interest" stage of the adoption process, while neighbors and friends supplant media during the evaluation, small-scale trial, and large-scale final adoption stages. Also analyzed is the time lag between awareness and final adoption for each group (innovator, laggard, etc.) according to complexity of the new idea.

INDUSTRIAL PUBLICATION TRIES NEW FLEXIBLE READING PLAN

A new variation in industrial publication service has been introduced by Carroll Larrabee, director of publications, Applied Journals of the American Chemical Society. Like many other publications in technical fields, one of the Chemical Society's publications, *Industrial & Engineering Chemistry*, has carried a large number of technical papers in each issue in addition to news stories and articles about the industry. The question arises as to whether the straight publication of a selection of these papers is the best way to service the field with technical information.

Mr. Larrabee's solution is to: 1. Concentrate the monthly magazine on broad, general interest coverage; 2. Publish the original papers separately in three specialized quarterlies (concerned with process design and development, product research and development, and fundamentals); 3. Review all papers monthly, giving a thumbnail report of their contents; 4. Transmit copies of any of these reports that readers ask for (through a coupon inquiry system) immediately at cost to the reader. Subscribers to *I&EC* can secure the monthly plus one of the quarterlies.

In this way, the publication hopes to keep the tremendous amount of technical literature within bounds for its regular readers, and retain immediacy of reading of the basic part of this "flexible reading plan," the monthly magazine that carries advertising.

Scope on Media

HI-FI GROWTH

The use of Hi-Fi color in newspapers is doubling and redoubling. The record of Hi-Fi newspaper color growth is reported by Preprint Corporation, in terms of numbers of copies of newspapers carrying the color inserts by year:

1958	5.5 million copies
1959	24.5 million copies
1960	116.0 million copies
1961	260.0 million copies (in first 8 months)

Advent of the color inserts was also noticed in a recent J. Walter Thompson presentation citing a number of the most significant media developments in recent years. And Young & Rubicam points out that Hi-Fi is growing in Europe. The Y & R Frankfurt office has placed seven inserts in German newspapers.

A few European newspapers have been using electronic controls to register color preprints, obviating the layout limitations of "wall paper" design. Now, at least two North American newspapers are reported experimenting with the electric eye for preprints. One is in New York, the other in Canada.

NEW AUDIENCE SEGMENTER: STEREO FM

Stereophonic FM radio broadcasting is a most significant technological advancement for fine arts broadcasters, for advertisers interested in selling new and finer radio equipment to music lovers, and for advertisers of other merchandise who wish to gain acceptance with the fine arts audience — but of immediate significance to these groups only.

Although this further perfection of the clarity and depth of sound transmissions will wed the fine arts audience more closely than ever to those stations that convert to stereo FM, and thereby wean that segment of the audience away from regular FM and AM stations, this is a limited market — and not of current significance to many radio advertisers. Furthermore, the build-up of radio sets capable of tuning-in stereo FM will take a long time.

The National Association of Broadcasters estimates that by the end of this year there may be 80 stations using stereophonic FM transmission, and more than double that number by the end of 1962. Converters and sets designed to separate the two FM signals broadcast piggy-back by this method are being rushed on the market. There will be growth, and new and important fine arts broadcasters (most recently WQXR in New York) converting to the new system. But there may also be disillusionment at the pricing of good stereophonic FM receivers (\$60 to \$1,000) and at the quality of less expensive sets that may be brought out. And there may also be more confusion as to what this kind of stereo actually is.

To, at least, set the record straight on terms used here, when we say stereophonic FM we are referring to the transmission of two separate FM signals at the same time from the same station. By use of an adapter (\$40 plus) or one of the special new sets these two signals can be fed into separate speakers and so heard stereophonically. This is technically spoken of as a multiplex stereo system. Previously a stereo effect was achieved by broadcasting the two elements of stereophonic sound simultaneously but separately on an FM and on an AM carrier wave: best designated as simulcasting.

Certain it is that the new system will give new pleasure, and create more solid listening by the fine arts audience. As to whether this technical advance will enlarge that audience remains to be seen.

CHICAGO GROWS AS SPOT RADIO CENTER

Chicago is gaining in importance as the second largest center for national spot radio buying, and New York City's lead in this activity has diminished, according to a new report of the Station Representatives Association. In television national spot buying there is virtually no current shift in importance of these two centers, according to the same report, based on a survey of national spot business made for the periods July 1, 1960, to July 1, 1961, and July 1, 1959 to July 1, 1960. Percentages of national spot business originating in the two leading centers were as follows:

	radio		television	
	1960-1961	1959-1960	1960-1961	1959-1960
New York	53.9%	59%	62.1%	62.5%
Chicago	23.3	18	18.6	18.5

Percentages of national spot radio originating in other centers in the most recent period were as follows: Los Angeles 5.5%; San Francisco 4.3%; Detroit 5.7%; St. Louis 2.2%; Atlanta 2.2%; Dallas-Ft. Worth 1.3%; Boston .5%; Philadelphia .8%; others .3%. Percentages of national spot television in other centers in the recent period were: Los Angeles 4.2%; San Francisco 3.6%; Detroit 1.8%; St. Louis 2.6%; Atlanta 2.5%; Dallas-Ft. Worth 1.6%; Boston 1.1%; Philadelphia 1.5%; and others .4%.

20-SECOND SPOTS FOUND MOST EFFECTIVE

When you move from a 20 second TV commercial to a 40 or 60 second commercial do you get two and three times as much communication? No, says William Capitman, president of The Center for Research in Marketing, Peekskill, New York. He looked into this matter via closed circuit TV tests of commercials for packaged goods, recording the extent to which viewers of the commercials perceived and remembered copy points.

"As a general rule," says Mr. Capitman, "the 20-second commercial will not contain more than three or four copy

points, whereas the 40-second commercial may contain as many as twelve. The consumer will perceive more of the copy points in the 40 and 60-second commercial, numerically speaking, but the points perceived and remembered tend to be the ones that are less important in inducing a purchase decision. Intrinsically, the 20-second commercial can communicate more forcefully in relationship to the time spent than can the 40 or 60-second commercials. There seems to be a tendency for viewers watching 20-second commercials to fix upon the copy points which are of a high degree of importance to the success of the sales message."

ARB SPOTS GROWTH AREAS

The American Research Bureau's latest TV set count, indicating a nationwide increase of almost two million sets since 1960, also points to U. S. population shifts.

In one year, California raised its household population by 1.3 million, added 300,000 TV homes. Florida added 121,800 households and 135,200 TV homes. But New York's Manhattan Island lost 13,900 households, including 200 TV homes.

ARB's Multi-City Arbitron instantaneous rating service went national for 26 consecutive weeks on September 24. Its new national sample averages 1,000 homes per half hour, against the 454 metered homes previously covered by the seven-city service. Additional homes, from some 60 new sampling points, are now tapped by telephone coincidental interviews. Meters will gradually be installed in new homes, bringing the total national sample to 1,500 wired homes.

16 MARKETS AFFECTED BY UHF-VHF RULE

No one knows yet exactly which networks will wind up with which stations as affiliates in the 16 markets affected by the FCC's rulemaking proposals for drop-ins of VHF stations and VHF and UHF deintermixture. In any event, nothing can happen until after legal processes, station conversions and station construction that can take anywhere from one year to several. And the stations that now hold sway in the affected markets certainly aren't going to do anything to speed up action.

But it's generally agreed that one result of the FCC move, when and if it does bear fruit in the eight two-station VHF markets where a third license may one day be up for grabs, will be extension of real three-network competition to those markets.

For advertisers, there will be several pluses and a minus. Minus affects those advertisers whose shows and commercials now enter these markets and face competition from only one other channel. When another channel goes on the air, they'll face a three-way audience split.

One plus applies to advertisers who have been shut

out of those markets by scarcity of availabilities. Another applies to present sponsors or participants in network shows that are not now received in those markets where only two networks can get on the air at the same time.

There's actually three-way competition among the networks now in two-station markets, really in a much more bitter form than exists in three-station markets. In three-station markets, the three networks fight only for share of audience. But all have reasonably equal physical access to that audience.

This is only one facet of the FCC move. Although it now applies to only eight markets, it could later be extended to others. What are the potential pluses and minuses for advertisers in the eight markets now getting the FCC's deintermixture treatment?

These are now served by one VHF and one or two UHF stations. FCC proposal calls for conversion of the V to a U so all U's in any one market can compete on the same physical basis (at the present time, VHF stations claim advantages stemming from greater physical reach of their signals).

What happens to advertisers currently riding the only V in these markets? Should they have to settle for exposure by a U (say VHF operators) much of their present audience potential will be lost. Such advertisers are said now to enjoy a virtual monopoly of viewing among a good share of set owners — certainly among those whose sets receive only VHF channels.

Pluses in the deintermixed markets (which eventually become all-UHF, should the FCC's plans jell) are, say UHF operators, equal competition for all advertisers with equally choice availabilities to go around.

Also, all advertisers may enjoy a larger audience. Theory here is that viewers in these markets will spend the \$25 to \$50 it takes to convert an ordinary set for UHF reception.

Basic reason behind both FCC moves, of course, is that the present 12 VHF channels (2-13) now allotted to commercial television are all used up in most populated areas. If there are to be more stations, the only channels left in the physical limits of the broadcast spectrum that are capable of carrying television signals are in the UHF band.

UHF stations can compete against each other in an all-UHF market, but face rough going when up against a V. UHF signals are as clear as V's at ranges up to 40-50 miles from the transmitter, assuming level terrain and adequate power and antenna. Beyond that, the UHF signal tends to deteriorate rapidly, while VHF signals carry on, for an additional 20 miles or more.

However, UHF operators are quick to point out that a V's exclusive coverage area is usually not much greater than that of a U in the same market. Reason, they say, is that beyond the 50 mile radius, audiences in many cases receive clearer signals from other VHF stations located in other markets.



Biggest Value for 1962

Highest quality at lowest cost

Lowest per thousand cost

Lowest page cost

"USN&WR" \$5.60\$ 6,720

TIME \$5.69\$15,365

NEWSWEEK \$5.69\$ 8,395

Source: Based on the cost of a page of black and white advertising,
Publishers' rate and circulation announcements for 1962.

U.S. NEWS & WORLD REPORT

America's Class News Magazine

Now more than 1,200,000 net paid circulation

For the full and documented facts on current advertising values, call or write our advertising offices at 45 Rockefeller Plaza, New York 20, N. Y. Other advertising offices in Boston, Philadelphia, Pittsburgh, Cleveland, Detroit, Chicago, St. Louis, Los Angeles, San Francisco, Washington and London.



"I PAY EXPENSES TO SURVEY THE MARKET . . . NOT BUY THE TOWN!"

The South Bend market is *worth* researching, but it needn't cost you anything to get the facts. There are two important things to know:

1. The South Bend metro area has the state's highest household income—\$7,987!
2. Within this market WSBT-TV's share of sets in use is 41%, sign-on to sign-off.*

Of course you may want additional facts, and we will gladly furnish them. But the big points are, this market can afford your product and you can cover this market economically with WSBT-TV.

*Nielsen Survey,
Feb. 20-March 19, 1961

WSBT-TV
SOUTH BEND, INDIANA
Channel 22



ONE OF CBS'
HIGHEST-RATED
STATIONS

Paul H. Raymer, National Representative

That Magazine Circulation Race

By Herbert Zeltner

ONE of the last things the media business needs today is still another gratuitous comment on the circulation practices of major consumer magazines. In past months enough promotion space has been used by magazines in justifying their actions to launch a major grocery product. Comments on circulation and rate increases by advertisers, agencies and competitive publishers have ranged from calm and deliberate to outraged howls.

Wading through most of what has taken place, there seems to be little concern shown for a fundamental advertising consideration — the suitability of a given audience for the solving of a particular advertising problem.

It certainly is no secret that magazines are presently in the throes of a difficult transition in their attempt to build satisfactory volumes of advertising support to cover rapidly mounting editorial and production expenses. But isn't it strange to see one major publication after the other leap-frog its circulation claims (usually accompanied with somewhat greater than proportional rate increases) at a time when most of the media buying community is becoming more discriminating and sophisticated in its choice of magazine lists?

Role of Selectivity

There appears to be a somewhat widely-held opinion among media strategists that the strongest role magazines can play is that of selectivity, through concentration against specific segments of the market, as contrasted with the essential mass appeal of broadcast.

This specialization in magazines can be as broad as that of the major general weeklies where concentration is simply against better than average socio-economic households. Or it can be as narrow as that of the small circulation specialties which appeal to specific hobby interests or cultural



pursuits. Thus, the problem is not one of circulation size by itself. The crux of the problem for advertisers is rather how precisely the publisher of a given magazine property can describe his particular audience and how properly he delivers that audience.

The Advertisers' Question

More normally, questions occur among advertisers as they face rapidly increasing rates. Are increased circulations the result of forcing subscriptions through intensified promotion efforts or are they the result of broadening the appeal of the magazine package to segments of the market not required by the advertiser to begin with?

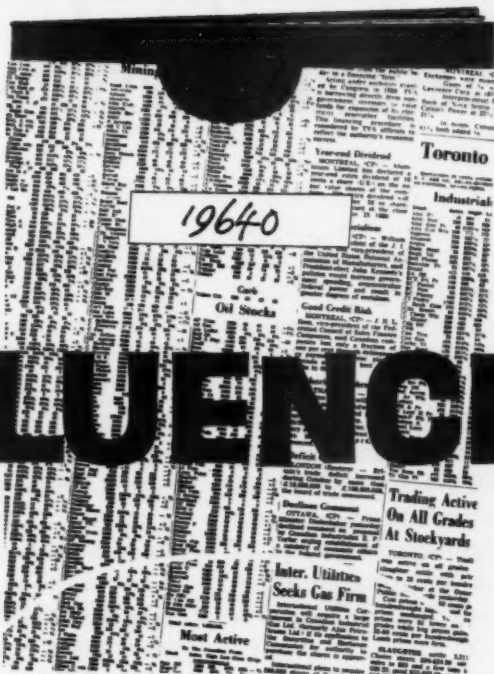
True, our population is continually growing and no one will quarrel with the fact that more people than ever before enjoy higher standards of living. This is used to explain a growing universe for magazine readership. But these developments occur as a steady trend over a period of years and certainly are not matched by the rapid jumping in circulation levels of several leading major magazines.

We are not arguing with success — we are suggesting that the answer to profitable publishing may lie, in part, with an intelligent acceptance of a suitable circulation level.

At this level, advertisers should be offered a solid audience potential at a total cost and cost per thousand that represents reasonable value. And, most importantly, the publisher can offer an editorial package specifically designed for the type of audience he wanted to reach in the first place.

The media buying community is more than ever ready to look behind the total circulation figure for evidence of quality, solidity and value. Shouldn't publishers take advantage of this sympathetic understanding to resist the temptation to out-do their competitors in the race for circulation supremacy?

THE SPECTATOR



INFLUENCES

95.7% OF ALL HOUSEHOLDS IN HAMILTON

CANADA'S 4th HIGHEST PER HOUSEHOLD INCOME MARKET*

And that's no idle boast. It's a fact substantiated by significant figures that cannot be ignored.

No matter what product you have to market, you can move it in *prosperous* HAMILTON . . . through the hard-selling pages of **THE HAMILTON SPECTATOR**.

*N.E.B. income per household in Metropolitan Hamilton is \$6,523, this is fourth highest of all Canadian Metropolitan areas. Source—Sales Management Survey of Buying Power.

ONLY THE SPECTATOR CAN GIVE YOU HAMILTON'S UNDIVIDED ATTENTION

The Hamilton Spectator

A SOUTHAM NEWSPAPER

UNITED STATES

Cresmer & Woodward Inc. (Can. Div.)
New York, Detroit, Chicago,
San Francisco, Los Angeles, Atlanta

TORONTO

The Southam Newspapers
88 University Ave.
K. L. Bower, Manager

MONTREAL

The Southam Newspapers
1070 Bleury St.
J. C. McCague, Manager

"A Slice of LIFE"

A simple, dramatic to tell what magazines

A simple—but most important—question about the effectiveness of an advertising medium is "do the readers buy the products that are advertised in it?"

A Study of the Accumulative Audience of LIFE; A Study of Four Media; the Study of Consumer Expenditures—all initiated by LIFE, have over the years provided marketers with all kinds of bench marks to determine the relationship of magazine reading and the sale of goods and services. But still many advertisers' most basic need is a more easily grasped answer to the question:

**"Do the people who buy the products I sell
read the magazine I advertise in?"**

Alfred Politz Media Studies now provides a dramatic new way to understand the retail ef-

fectiveness of magazine media—in a series of studies which began six months ago and will continue for an indefinite period. The project is called "A Slice of LIFE."

Supermarkets, automobile showrooms, liquor stores, druggists, department stores, retailers of many kinds, in selected localities all across the land, provided lists of recent buyers. From a Chicago appliance dealer, for example: from consecutive sales slips, the names of people who had bought refrigerators. From a Long Island automobile dealer: families who had bought 1961 cars. From a Los Angeles furniture store: consecutive purchasers of mattresses.

At a supermarket, representatives were stationed at checkout counters for an entire day and picked every customer whose purchases



GLENCOE, ILL.—

Wienecke's Hardware Store

% of households on list of store's best customers reached by an average issue of each magazine

LIFE	72%
Post	36%
Better Homes and Gardens	23%

1 or more of these magazines reached 79% of all households



LOS ANGELES—

Barker Bros. Furniture Store

% of individuals who recently bought mattresses reached by an average issue of each magazine

LIFE	57%
Better Homes and Gardens	33%
McCall's	29%
Post	26%

1 or more of these magazines reached 76% of all individuals



ROCKVILLE CENTRE, N.Y.—

Hayes Oldsmobile

% of households which recently bought new cars reached by an average issue of each magazine

LIFE	60%
Look	42%
Post	29%

1 or more of these magazines reached 68% of all households



CHICAGO—Polk Bros.

% of households which recently bought refrigerators reached by an average issue of each magazine

LIFE	53%
Look	39%
Post	23%
McCall's	23%
Better Homes and Gardens	22%

1 or more of these magazines reached 69% of all households

no-nonsense way your best customers read

were \$20 or more. At drug stores and liquor stores, the owner himself identified (in confidence) his best customers. In each case, enough names were taken to yield interviews in approximately 100 households.

These **known buyers** were then interviewed, according to accepted recognition procedure, on their readership of a **given issue** of several leading magazines. Not on their readership of these magazines generally, but on their actual readership of a **specific issue**.

Each study is in effect a census of a "slice" of identified recent customers, of a **specific** retail outlet, on their readership of **specific** issues of specific magazines. It is not based on asking magazine readers "what they intend to buy"; "what have they bought in the past 30 days";

nor, on the other hand, is it asking a random sampling of shoppers which magazines they read.

For marketing executives who have to be sensitive to the effectiveness, seen or unseen, of their advertising dollars, these three results should be significant:

1. Dramatic new evidence to retailers—and their suppliers—of how effectively national magazines can reach customers on local levels.

2. Dramatic evidence of the coverage of the magazine medium. In practically every case, upwards of 65% of these identified customers had read one or more of the three most widely read magazines.

3. Dramatic evidence of the power of LIFE. As a rule, more of these identified customers read LIFE than any other magazine in the survey.



CHICAGO—Zimmermann's Liquor Store

% of households identified by owners as best customers reached by an average issue of each magazine

LIFE	68%
Post	38%
Look	30%

1 or more of these magazines reached 80% of all households



BALDWIN, L. I., N. Y.—Food Fair

% of households whose purchases were over \$20 reached by an average issue of each magazine

LIFE	53%
McCall's	37%
Look	32%

1 or more of these magazines reached 75% of all households

**People Value
Retailers Value
Advertisers Value**

LIFE

How Do You Measure Television?

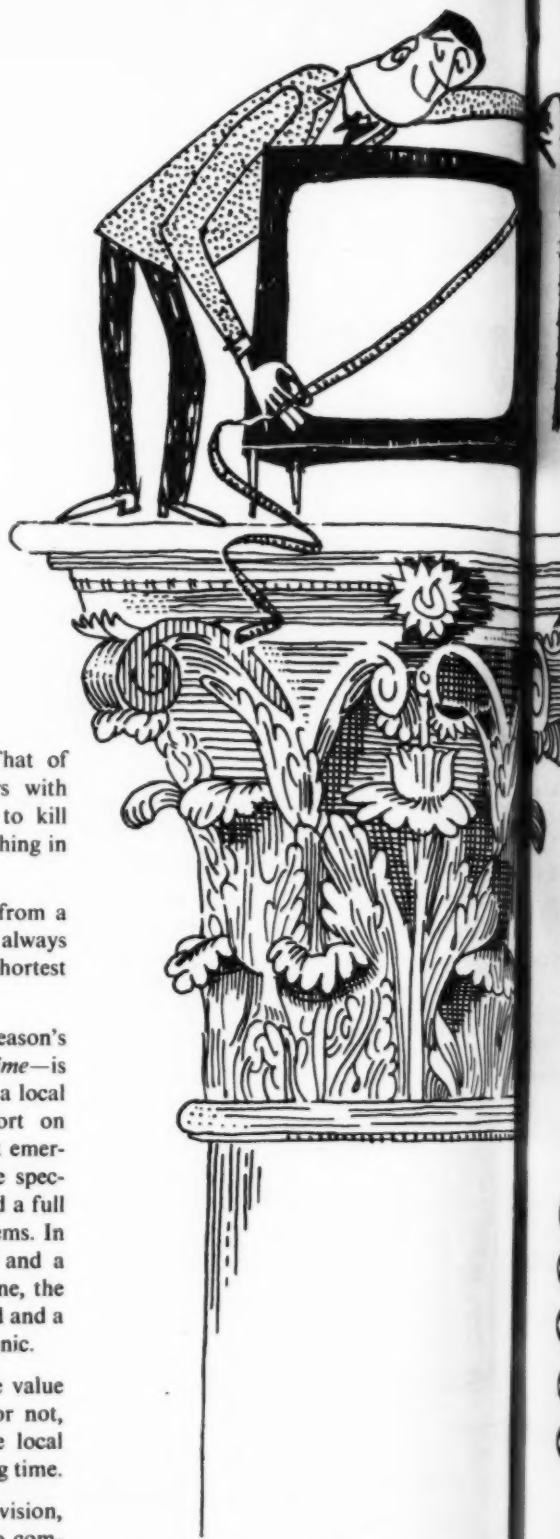
On the bias, obviously. But whose? That of nose-counters who equate big numbers with stature? That of tv critics who prefer to kill audiences instead of bad guys? Or something in between?

One yardstick we suggest: the distance from a station to its community. Corinthian has always believed that local programming is the shortest distance to its viewers.

A look back at highlights of the past season's local affairs programming—in *prime time*—is informative: In Tulsa, a candid study of a local John Birch Society leader and a report on "Tornado Alley." In Houston, a look at emergency hospital procedures and a teenage spectacular. In Sacramento, Civil Defense and a full hour non-clinical approach to VD problems. In Indianapolis, a report on flood control and a study of Indiana highways. In Fort Wayne, the work of a school for the mentally retarded and a program with the Fort Wayne Philharmonic.

Enlightened sponsors are discovering the value of such programming—but, sponsored or not, Corinthian stations are continuing these local efforts on a monthly basis in prime evening time.

When the instrument is Corinthian television, twenty-one inches reaches from station to community—and from seller to buyer.



Responsibility in Broadcasting

THE CORINTHIAN

Trade Talk

Dave Wasko



Puzzle . . . A media buyer recently mentioned that he was puzzled by the fact that with all the chatter about big circulation magazines, little or no mention is hardly ever made of the *Reader's Digest* in these discussions. It was an interesting comment when you consider that the *Digest* has almost double the circulation of the "big" books at a cost of, roughly, only one-third more than theirs. Another thing that puzzled the buyer was the fact that *Reader's Digest* doesn't carry more advertising considering the circulation, cost, every ad facing a full page of editorial and the probably much longer reading time of each issue. In spite of the many success stories that the *Reader's Digest* has produced, the rather baseless page-size taboo still seems to plague many advertisers and their agencies. Media buyers will be faced with something of a challenge next year when, starting in January, the *Reader's Digest* will sell half its circulation (about 6,650,000) with a 4-color page cost just a little more than one-half that of the "big books."

Service Business . . . The recent organization of a single representative firm to sell Negro newspapers is good news to media buyers even though its formation is about 15 years overdue. Heretofore, for some unknown reason, the then existing representative companies seemed to be operating in a highly competitive way even though there are few cities with competitive papers. Since the new organization should make the buying of Negro newspapers easier (many had no representative in the past) it is quite possible that it might develop the increased national lineage that the papers have been after for so long.

Trend? . . . One of the things that media buyers have been noticing recently is that the names of many business publications are being changed to include the word "inter-

national." Such publications usually have some foreign circulation which they might like to see increased. The important change is, however, in the editorial. Rather than treatment of subjects pertaining to only United States operations, they will in the future cover similar industry operations in other countries of the world.

What Boom? . . . It seems that a couple of months back everyone interested in color television became excited about Zenith's announcement that they would get into color set manufacturing in a big way. That, coupled with RCA's activities in the same field generated a large degree of interest on the part of advertisers who apparently visualized a substantial increase in the present 650,000 some odd color sets now in use. The enthusiasm seems to have cooled off to a great extent since Zenith's announcement that they hoped to move only 100,000 sets in 1962. A further damper was produced by the lowest price (\$695) at which Zenith was planning to offer the sets. Advertisers seem to be a little pessimistic about the speed at which the color sets will be "snapped up" at that price.

Not So Hot! . . . A recent sales promotion ad for the Des Moines, Iowa, *Register and Tribune* used a big-type headline reading: "Sales Managers: Break the space buying rules." Then the body copy read, "You may be dealing yourself out of this hot market by following an outmoded rule of space buying . . . that is, buying space only according to Standard Metropolitan Area population ranking." There is certainly no doubt that the Des Moines Area is a "hot" market and the *Register and Tribune* a "hot" newspaper. However, on the basis of the aforementioned quotes from the paper's ad, somebody connected with the newspaper is "ice cold" on criteria used by space buyers in deciding what newspapers they should buy for their clients. ■

- **KOTV**
TULSA
- **KHOU-TV**
HOUSTON
- **KXTV**
SACRAMENTO
- **WANE-TV**
FORT WAYNE
- **WISH-TV**
INDIANAPOLIS
- **WANE-AM**
FORT WAYNE
- **WISH-AM**
INDIANAPOLIS

presented by H-R

PHIATATIONS

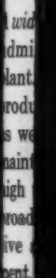
October 1961

Media/scope, October 1961

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LIFT



**YOUR ADVERTISING
IS MOST EFFECTIVE**

... in a matching editorial climate

... with related editorial emphasis

**... among readers with power to
buy your kind of products**

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ha/scopy,

you're advertising to the all-industry market. Your campaign theme is **application and use** of your equipment.

Which all-industry publication will these ads work best?

There are three of them—all directed to "all industry"—primarily manufacturing. All are directed to

individuals in "plant operating" functions. But only one offers your advertising the powerful advantage of a compatible editorial climate that *preconditions* the readers for your *application and use* sales approach.

Can you identify them from the brief description shown? Which one would you pick for your "applications and use" campaign? First read the descriptions of all three. *Then lift tape at bottom of page.*

PUBLICATION A?

Management approach to plant operations on — personnel, methods and plant ideas on administrative-management basis.

A wide group of individuals who administer operation of a plant. Those in personnel/cost/production/inventory control as well as manufacturing and maintenance. Not necessarily high up in management but a broad base across administrative and operating management.

Administrative type editorial reporting of plant and equipment trends, on a paperwork dollars and cents approach. Management editorial covering personnel, buildings and methods areas, as opposed to emphasis on engineering and technical equipment. More on costs, trends and management techniques.

PUBLICATION B?

Technical approach to plant operations on—equipment and facilities on a how-to-apply-and-use basis.

A concentrated group of individuals who direct the operations of a plant. Those directly in charge of manufacturing and maintenance... with engineering and managerial responsibility over equipment, materials, methods and systems used throughout the plant.

Applications engineering type editorial reporting on applying and using equipment, materials, methods and engineered systems in operation and maintenance of a manufacturing plant. More engineered systems editorial incorporating related equipment and products as opposed to straight product reporting.

PUBLICATION C?

Technical approach to plant operations on — structures and facilities on a how-to-install-and-maintain basis.

A narrow group of individuals who assist in the operations of a plant. Those in engineering of buildings, yards, facilities, housekeeping, maintenance. Not necessarily in application-and-use engineering, such as manufacturing production, industrial engineering or plant operating management.

Facilities engineering type editorial reporting primarily on construction, installation and maintenance of — buildings — services — equipment — in that order of importance. More product type editorial reporting as opposed to materials, equipment, methods and systems engineered for use in all operations of the plant.

ANSWER: Of the 992 sales and advertising professionals who identified publications in a recent survey* using similar definitions, 564 — 57% named publication B as MILL & FACTORY. If your equipment is "technical" you need the compatibility of MILL & FACTORY's engineering

type editorial. It reports on the application and use of equipment, materials, methods and engineered systems in the operation and maintenance of a manufacturing plant. MILL & FACTORY IS the publication where **equipment application and maintenance** advertising works best.

**Conducted by Ross-Federal Corp. Copy on request.*

REPORT to paper and pulp industry ADVERTISERS

IF IT'S WORTH READING IT'S WORTH SAVING

It's interesting how often we visit mills and find complete files of Paper Trade Journal sometimes going back as far as twenty years. Small wonder though, since most of Paper Trade Journal's readers are mill men with production and maintenance responsibilities. They know they'll find something on almost any problem that arises because every week there are articles on production improvement and problem solving by or about men in jobs like theirs.

But some people just aren't "savers." So we get letters saying something like this: "About four years ago you ran an article by a Swedish technical director who developed an interesting process for Would you please send us a copy of the article?"

From time to time we collect, cull and edit pertinent articles which have appeared in Paper Trade Journal and publish them as technical books.

As a matter of fact, our latest technical book just came off the press. It's called "Maintenance of Pulp and Paper Equipment." It covers forty-three principal types of machinery and is the first comprehensive book anywhere on the maintenance of major equipment used in our industry. It costs \$7.50 and experience tells us it will be a sell-out.

In the past nine years we have published the following:

"Pulp and Paper Mill Instrumentation"

"Modern Methods of Mechanical Pulp Manufacture"

"Pulp, Paper and Board Mill Maintenance"

"University of Maine Lectures on Pulp and Paper Manufacture"

"On Fourdrinier Machine Wet End"

"Something Can Be Done About Paper and Board Finishing"

and in two months a new book entitled "Paper Machine Crew Operating Manual" will come off the press.

It might interest you to know that no other publication serving the paper and pulp industry publishes books.

We're not sure what all this signifies—except perhaps our original thought at the top of this column: "If it's worth reading, it's worth saving." The corollary: advertisers get extra mileage.

PAPER TRADE JOURNAL

49 West 45th Street, New York 36, N. Y.

Media/quotes

TASK OF BUSINESS

As more and more of our people have the education, the time and the resources to participate in making public decisions, it becomes more and more important and necessary that we develop the necessary wisdom and maturity to successfully do so. The American public *does* participate in making our decisions and more than ever before has an opportunity and a capacity to make them wisely. One task that American business can undertake is the support of all types of responsible media that inform and enlighten and help us as a people take a more responsible position on the burning issues of the day.

In our television experiment, which we no longer can call an experiment because we are in our third year of public service programming, we have found that the answer to the economic welfare of the company and the general welfare of the country are not at all irreconcilable.

We believe that the person who we are unashamedly trying to influence is one man, not two. We believe he is not made in sections, one half that trades in goods and services; one half that loves, hates, fears and thinks. We believe that effective business communication can often be a transaction that involves the whole man, his material, intellectual, and even his spiritual needs.

We have evidence that our efforts are bearing fruit. Studies of representative samples of the total audience of our shows indicate that the vast majority seem to approve, and approve highly, of the idea that a company is willing to deal with some of the realities of our modern world despite the controversial nature of some of the programs. Letters to the company confirm this, the favorable letters we received far outnumbered the unfavorable by a ratio of almost 40:1.

This favorable involvement in the programming carries over to a favorable involvement with the company and its products to a far greater extent than we have experienced with other kinds of advertising.

Other studies have shown the substantial direct effect of this programming on sales of our product, and we have no evidence of any negative

effect on sales.—CHARLES H. PERCY, chairman of the board, Bell & Howell Company, before Sales Executives Club of New York.

WHAT IS YOUR COMPETITION?

What do we mean by the "all-media buyer"? More and more, the advertising agency is getting away from the old concept of having a TV buyer, and an outdoor buyer, and a newspaper buyer. More and more, we find that the agency puts the emphasis on the marketing problem and expects its media specialists to know everything about the media which are best suited for the particular purpose.

If you media representatives keep this in mind, you will relate your selling story to the advertising problem. This will be a tremendous help to the agency buyer. It will give you selling a lot broader dimension because you will be relating your combination of circulation, advertising, and editorial to the problem at hand—instead of just talking statistics.

Perhaps your most important competitor is the clock. Time keeps running out and the agency must make the minutes count. Perhaps five minutes before and five minutes after your call, your prospect is engaged in completely unrelated subjects.

Or perhaps your most important competitor is the budget. For all you know, a client's 1962 advertising and selling strategy might put greater emphasis on dealer missionary work, displays, or on other activities unrelated to the business paper budget.

Or perhaps your direct competitor, Publication "B," has a completely new slant on the account. Do you know whether he is trying for the business on an exclusive basis?

In short, your advertising competition may be completely hidden unless you look far and wide.—NEWELL F. McEVoy, senior vice president, media director, Cunningham & Walsh Inc., before representatives of American Builder, N. Y.

NETWORK PLANNING

The "locked in" cliché suggests the programmers and viewers alike are the unwilling prisoners of bleak

(Continued on page 20)

The Compleat *seventeen* Reader



She reads SEVENTEEN from beginning to end,
For SEVENTEEN talks with her just like a friend.



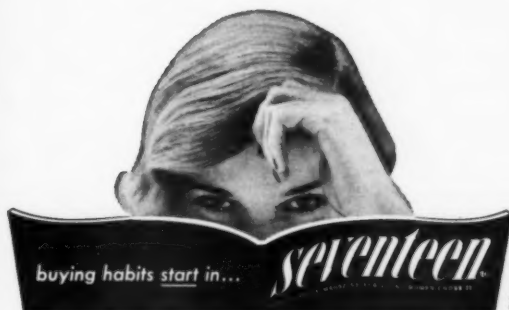
She learns how to market, to cook and to sew
And everything else a young woman should know.



She plans her own wardrobe 'round SEVENTEEN's clothes,
Heeds SEVENTEEN's counsel on beauty and beaux...



Consults SEVENTEEN for the latest teen fads...
And oh, how she buys from those SEVENTEEN ads!



buying habits start in...

seventeen

it's easier to **START** a habit than to **STOP** one!

SEVENTEEN MAGAZINE

320 Park Avenue, New York 22 • Plaza 9-8100

LEARN HOW SEVENTEEN's UNIQUE SISTER PUBLICATION, SEVENTEEN-AT-SCHOOL, CARRIES YOUR ADVERTISING INTO HIGH SCHOOL HOME ECONOMICS CLASSROOMS

(Continued from page 26)

schedules that just happened to be around when it came time to make program commitments. The 1961-62 program lineup, it has been made to appear, is one we are all simply stuck with.

The whole notion is naive, not to say cockeyed—and for more reasons than one. Indeed, the television networks did settle upon their fall schedules earlier than in the past. This reflects a continuing trend toward spending more time, thought and effort on program preparation and

actual production in the interest of greater scope and quality. That is why we are not only already planning our 1962-63 schedule but have actually begun development work on some 1963-64 programs.

The decisions taken in making up this fall's schedule were themselves the product of a great deal of creative incubation. They certainly do not warrant the suggestion that, being "locked in," the new season offers the barren prospect of nothing new. The fact is that the season ahead, as a result of conscientious planning over

the long term, is an uncommonly promising one. I believe this is true of television as a whole.—ROBERT SARNOFF, board chairman, National Broadcasting Co., in letter to the press

BUILDING A BUSINESS

I hope you were able to read two speeches by Fairfax Cone, which I also included in the list of recommended reading.

They contain a wealth of ideas about advertising in the 60's.

He believes that the media of advertising are due to become more thoughtful and more selective.

Also, that advertising will become more selective.

"Within the total market," he says, "each product or service must create its own individual market. The alternative is price marketing: the most unimaginative, unexciting, uncertain, unprofitable kind of business in the world."

In other words, either you direct your advertising at a segment of the market and build a core of users who believe in you, like your product, use it and repeat, or else you appeal to everybody indiscriminately on a price basis.

One way you build a business; the other way you build nothing of permanent nature, because the price buyer switches from brand to brand.—WILLIAM R. FORREST, Sr. v.p. and chairman of the plans board, Foote, Cone & Belding, before The Junior Executive Clinic, Lake Forest, Illinois.

SPOT RADIO DATA

Spot radio advertising volume declined 1.9 per cent, to \$49.3 million in the second quarter of 1961, compared with the similar period last year. Using 1956 advertising volume as a base, spot radio's index is 156. Radio figures are compiled for the Station Representatives Association by Price, Waterhouse & Company.

This data supplements data reported in MEDIA/SCOPE in September on page 124, giving second quarter expenditures for media other than spot radio, which was not available at that time. Turn to page 108 of this issue for data for First Half 1961.

Your Food & Drug Potential in the Fort Worth Market



Almost ONE-FOURTH of ALL Texas food and drug business is done in the 100-county Fort Worth Market, covered best everyday by the Fort Worth Star-Telegram. Food sales in this area amount to 23.6% of the state's total. Drug sales in the Fort Worth Market are 24.8%. Average Star-Telegram daily family coverage in 98 of these wealthy West Texas Counties is 53.8% (in Metro Fort Worth it is 92%).

Food and drug advertising in Texas reach more people at less cost in the Fort Worth Star-Telegram.

Sources: Sales Management "Survey of Buying Power" May, 1961; ABC White Audit, March 31, 1961.

FORT WORTH STAR-TELEGRAM

Allen G. Carter, Jr., Pres. & Nat'l Advertising Director
Edith B. Day, Nat'l Advertising Manager

LARGEST COMBINED DAILY CIRCULATION IN TEXAS

without the use of schemes, premiums or contests
"Just a good newspaper"

The Fort Worth Market is Covered BEST Everyday by the . . .

She may get
the message here,
but...



your ads in the Yellow Pages sell her when she's ready to buy

No matter what market your advertising is designed to cover, the Yellow Pages completes your *advertising-selling* job. Your *selling* message in the Yellow Pages will reach your "ready-to-buy" prospects . . . and will help them decide *what* and *where* to buy.

With National Yellow Pages Service, you can cover your precise markets by choosing any combination of 4,000 directories across the country. And one contact,

one contract, one monthly bill cover your entire program.

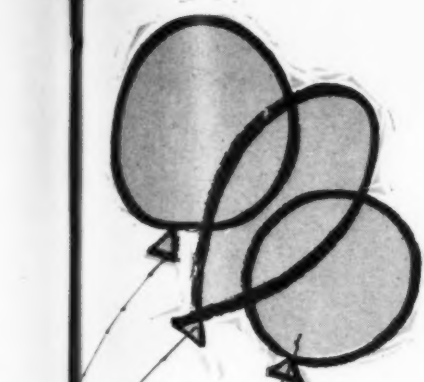
To find out more about this Yellow Pages service that will make your regular advertising pull more results, contact your National Yellow Pages Service representative through your Bell Telephone Business Office.

ONE CONTACT/ONE CONTRACT/ONE MONTHLY BILL





BIGS



BIG SPENDER!

BIG SPENDERS IN CENTRAL AND SOUTH ALABAMA CHECK WSFA-TV BEFORE THEY BUY . . . AND HERE ARE THE REASONS WSFA-TV'S AVAILABLE TIME PERIODS ARE THE MOST DESIRABLE FOR REACHING THE BIG SPENDER.

- . . . 50 of the top 50 shows are seen on WSFA-TV
- . . . 10 of the top 10 live local shows are carried on WSFA-TV
- . . . 10 of the top 10 syndicated shows are seen on WSFA-TV
- . . . WSFA-TV holds a 4 to 1 viewing ratio over competitors during certain time periods.*
- . . . WSFA-TV has at least 28.4% greater coverage than the closest competitor during minimum audience time periods, and as much as 60.2% greater coverage during heavier viewing periods.

**March 1961—38 county ARB survey*

REACH FOR THE BIG SPENDER THROUGH . .

WSFA television NBC/ABC — Montgomery, Alabama

Carter Hardwick, *Managing Director*

A STATION OF **THE BROADCASTING COMPANY OF THE SOUTH**

G. Richard Shafto, *Executive Vice-President*



WIS-Television, Channel 10, Columbia, S. C. • WIS Radio, 560 Columbia, S. C. • WSFA-TV, Channel 12, Montgomery, Ala.

All are represented by *Peters, Griffin, Woodward, Inc.*



WM. NISKANEN,
Bend, Oregon
Vice-president and
General Manager
PACIFIC TRAILWAYS



"Immediate impact of advertising against sales greatest in Tacoma"

Mr. Niskanen says: "We are impressed with the pulling power and immediate response from my company's advertising placed in the Tacoma News Tribune. In comparing Tacoma with our other markets, the immediate measurable impact of advertising against sales seems to be greatest in Tacoma."



Think Twice About Tacoma

The Tacoma Market, Washington State's 2nd Market, is intensely covered by the State's 2nd largest evening newspaper, the Tacoma News Tribune. No Seattle newspaper can claim merchandisable coverage in this area. Circulation of the News Tribune is now more than 86,000.

TACOMA NEWS TRIBUNE

Represented by **SAWYER-FERGUSON-WALKER COMPANY, Inc.**

New York • Chicago • Philadelphia • Detroit • Atlanta • Los Angeles • San Francisco

QUESTION:

BRENDAN J. BALDWIN, vice president, associate media director, Kenyon & Eckhardt, Inc., N. Y.—When recommending major strategy shifts, we do it three ways: in writing, orally, and visually. This places a premium on



our media group heads who make the presentations. They must be able to write with clarity and create the formats of their visual aids. They must be able to stand up and talk. When they've researched, written, and illustrated their own presentations in advance, it's most efficient to have them stand up, deliver, and field questions themselves. No second party can know and explain the strategy like the man who devises it.

ALBERT J. BERGER, space buyer, Doyle Dane Bernbach, Inc., N.Y.—Direct meetings with the client to resolve media problems can be productive and, in most cases, time saving. Once the other basic phases of a campaign have been discussed, an airing of preliminary media thinking can serve to bring out some of the preconceived notions and prejudices



which may be held by the advertising department of the client. Whether based on factual information, misinformation, or past performance records of various media, the thoughts of the ad manager or his counterpart, when frankly discussed, can easily provide direction for the buyer in presenting the information necessary

either to back up previous selections or concretely prescribe new approaches.

MURRAY BRAUMAN, media supervisor, D'Arcy Advertising Co., N.Y.—On consumer accounts, the marketing plan is usually handed to me and I write a media plan to fit. But on some industrial accounts I have the opportunity to visit a client's plant, talk to engineers and salesmen, and thus prepare my own marketing data. After writing both marketing and media plan, I often present it to the client in person, and answer his questions on the spot. The plan includes analysis of the client's market position, that of his competitors, media recommendations, and the rationale behind them.



NORMA STRASSMAN, time buyer, Chirurg & Cairns, Inc., N.Y.—It's up to me to find what a station can do for a client, tell the client about it and explain why. For example, a station with a smaller total audience than its competitors may do the best job. This can occur for many reasons. The larger audience of the other stations may be spread over a large area, including two or more cities, and if the station that's short on numbers is located in the heart of that problem city, it might be able to work more closely with retailers there. That's just one possibility. The client should know these things.



USEFUL FACTS ABOUT

PLAYBOY

the magazine with proven impact in the top-quality young male market

EDITORIAL

A bright colorful package of fine fiction, high humor, pretty girls, fashion and meaningful articles and features aimed at capturing the enthusiasm of the young man-about-business and the man-about-campus.

CIRCULATION—1,223,228

Playboy's December issue topped the million mark in copies sold on the nation's newsstands . . . the first time any 50c-or-over magazine has done so. Average monthly sale for six-month period ending 6/30/61—1,223,228. Playboy has more than 250,000 regular subscribers. Circulation is not forced. Advertisers are assured greater readership in Playboy—a magazine that readers buy rather than a magazine that buys readers.

CIRCULATION QUALITY

Playboy is one of the family of over 50 magazines that is included in THE STARCH CONSUMER MAGAZINE REPORT—the one audience study that compares most leading consumer magazines by one common yardstick. Starch facts confirm Playboy's claim to the top-quality young male market:

AGE

28.8 is the median age of Playboy's male readers. 67.5% of male readership is concentrated in the 18-34 age group. Only magazine in Starch Report with major concentration of male readership in the receptive 18-34 bracket.

INCOME

The median income of the Playboy household is a high \$8,628.

MARITAL STATUS

26.5% of the heads of Playboy households have been married within the past five years, second highest percentage of newlyweds reported for any magazine.

URBANITY

52.8% of Playboy's circulation is in cities with more than 50,000 population, third only to The New Yorker and Ebony among all national magazines. (ABC 12/31/60.)

APPAREL

34.3% of the households where Playboy is read spent more than \$500 for wearing apparel during past 12 months.

PHOTOGRAPHY

84.3% of all Playboy households own a still camera, 24.4% own a movie camera, 16.2% own a movie projector, and 21.0% own a slide projector.

TRAVEL

24.9% of Playboy households spent over \$200 on business travel during past 12 months. 38.5% spent over \$200 on vacation travel.

AUTOMOBILES

54.6 automobiles were purchased by every 100 Playboy households during the past 12 months. This is the highest figure reported by Starch for any magazine. 4.2% of Playboy households own three or more automobiles, highest figure reported by Starch for any men's magazine.

TOBACCO

69.9% of all Playboy male readers smoke cigarettes. There are 91 male smokers reading every 100 copies of Playboy. No other magazine reported by Starch has a higher degree of readership by male smokers.

LIQUOR

87.0% of Playboy families drink or serve alcoholic beverages. Top figure for any magazine in Starch. 80.2% of all Playboy households drink or serve beer. 56.9%—wine, and 77.1%—whiskey . . . all three highest of any men's magazine.

INSURANCE

26.7% of Playboy households purchased (more) life insurance during the past 12 months, second highest percentage reported by Starch and a characteristic of the responsible stability of the Playboy reader.

APPLIANCES

74.2 small electrical appliances were acquired new by every 100 Playboy households during the past 12 months, highest rating of all Starch-surveyed magazines. 53 of every 100 of these units were acquired for the first time . . . second highest rating reported by Starch. More proof that the Playboy reader is at his peak period of purchasing.

RADIO-TV-PHONOGRAPHS

25.3% of Playboy households acquired a new radio and 12.7% acquired a new phonograph within the past 12 months. 17.1% acquired a new TV set, second highest of any magazine in the Starch report.

RESPONSIVENESS

The Heath Company, manufacturers of hi-fi equipment, reports that in only seven months their 1/8-page ads in Playboy have produced 10,200 inquiries—25% more returns than their second ranking magazine produced in nine months. The Diners' Club, world-wide credit organization which uses Playboy to promote its travel plan, reports: "We have found that Playboy is one of our most effective means of reaching businessmen, particularly of the kind who will be requiring extensive travel services."

PLAYBOY

720 Fifth Avenue/New York/C1 5-2620
232 E. Ohio/Chicago/MI 2-1000



TWO WAYS TO PROTECT A MARKET

Industrial Equipment News

Special Section of **McCall's** • 100% Satisfaction • 100% Refund

1. Helps keep up with changing markets. 2. Finds new markets. 3. Finds new applications in present markets. 4. Finds markets for "orphan" products in your line. 5. Is an economical means to test markets. 6. Pinpoints growth markets. 7. Locates unknown buying factors. 8. Reaches markets currently most active.

IEN

Write for our Media Data File today.

In this day and age you can't pistol whip customers and prospects. The best way to hold out against competition is to run an inexpensive schedule in *Industrial Equipment News*. A 1/9 page ad in IEN not only helps you protect present markets, but because it is a market oriented magazine, it offers you these eight other advantages: (1) Helps keep up with changing markets. (2) Finds new markets. (3) Finds new applications in present markets. (4) Finds markets for "orphan" products in your line. (5) Is an economical means to test markets. (6) Pinpoints growth markets. (7) Locates unknown buying factors. (8) Reaches markets currently most active.

INDUSTRIAL EQUIPMENT NEWS
THOMAS PUBLISHING COMPANY
461 Eighth Avenue • New York 1, N. Y. • OXford 5-0500

Men of the Month in Media

Editor Becomes President

It has been said that any boy can grow up to be president, but precious few editors have ended up at the top of the companies that publish their magazines. One who has is Herbert R. Mayes.

With less than three years as editor of *McCall's* behind him, Mr. Mayes' achievement in revitalizing that pub-



McCall's Herb Mayes: What's good for the reader is good for the advertiser.

lication has been signally recognized with the presidency of the *McCall Corporation*.

Mr. Mayes seems undaunted by the problems of running a mammoth printing, publishing, engraving, and patternmaking enterprise, or by the task of raising the corporation's financial return on sales and net worth to keep pace with its major publication's spectacular gains in circulation and advertising revenue.

As a matter of fact, self-confidence is one of Mr. Mayes's outstanding attributes. He habitually deals in superlatives. Thus, Arthur B. Langlie, formerly president, and now chairman of *McCall*, is "the nicest man and ablest administrator I have ever known"; Ed Miller, *McCall's* publisher, "is one of the few men who knows what publishing is all about"; in 12 years, "there will be three magazines with 20 million circulation," and the growth will come from an increase in reading, not from an increase in population.

Mr. Mayes's assurance extends also to the question of advertising values. In his opinion, the function of an editor is to produce the best possible

publication. Advertising in the best medium will be read more thoroughly and be more believable; ergo, more sales will result. Mr. Mayes shrugs off such media complexities and imponderables as cost-per-thousand, reach, frequency, audience profile. "Cost per thousand is not necessarily the answer to an advertiser's problem. Advertising has to be productive, and publishers help it to be productive by making better magazines that engage the reader's attention."

Mr. Mayes has every right to display confidence. He has risen to the top of his profession with the help of his own intelligence, energy, and forceful personality. Significantly, he is the author of a biography of Horatio Alger. A native New Yorker, Mr. Mayes finished grammar school and worked his way through a variety of jobs before finding his profession at the age of 20. Without either education or experience, he talked his way into the editorship of Haire's *Inland Merchant* (now defunct), which he ran for four years, when he shifted to editor of the business paper division of the Western Newspaper Union.

Mr. Mayes's real break came when he became editor of Hearst's *American Druggist* in 1926. When Hearst bought the old *Pictorial Review*, then one of the major women's magazines, Mr. Mayes was given the job of revamping. He tried from 1934 to 1937, when the depression put an end to the venture. Mr. Mayes shifted to managing editor of *Good Housekeeping*. A year later, he was editor, a post he retained for 20 years, until his much-publicized discharge in 1958. His new career with *McCall's*, started when most men are looking toward retirement, began shortly thereafter.

Nielsen Print Researcher

A. C. Nielsen Company, a large and deliberate organization, hands out its vice presidencies very cautiously. One executive estimates that it takes a good man about 15 years, on the average, to receive the accolade.

To make vice president in a shade

(Continued on page 36)



building boom IN Bay City, Michigan

One of the current building projects in Bay City is background for this construction worker.

Downtown Bay City is echoing to the healthy, prosperous racket of an 18-month building boom. Five new office and mercantile buildings have risen on the skyline. Five more big stores and buildings have been expanded and modernized top to bottom. Streets are widened and brightened by the most modern lighting systems. Parking facilities have multiplied. Business is brisk.

To make sure that your products move in a

profitable stream off Bay City shelves, advertise regularly in The Bay City Times, the one advertising force that can do the job alone in this \$1/3 billion market. The Times goes into 4 out of 5 homes in Bay County every day and dominates the 18-county Northeastern Michigan area.

Send for your copy of "18 County Market Study", containing complete data on Bay City and Northeastern Michigan.



THE BAY CITY TIMES

NATIONAL REPRESENTATIVES: A. H. Kuch, 110 E. 42nd Street, New York 17, MUrray Hill 2-4760 • Sheldon B. Newman, 435 N. Michigan Ave., Chicago 11, SUPERior 7-4680 • Brice McQuillin, 785 Market St., San Francisco 3, SUtter 1-3401 • William Shurtliff, 1612 Ford Bldg., Detroit 26, WOODward 1-0972.

A Booth Michigan Newspaper

(Continued from page 34)
under 10 years of service, as Donald G. McGlathery did, implies something special in the way of achievement. The achievement, it so happens, was in putting Nielsen—perhaps the biggest name in broadcast measurement—into print research in a big way. Mr. McGlathery, who has been advocating print research for Nielsen for years, is in charge of the Nielsen Media Service, which last March produced its first audience study of

12 major publications (*American Weekly*, *Better Homes & Gardens*, *Good Housekeeping*, *Ladies' Home Journal*, *Life*, *Look*, *McCall's*, *Parade*, *Reader's Digest*, *Saturday Evening Post*, *This Week*, *True Story*). The special feature of the study, of course, is the availability of TV viewing data for the homes in the magazine sample, which enables advertisers to estimate audience reach and duplication for various combinations of magazine and TV investments.

The utility of this has not been lost on clients. NMS already has a roster of 14 agencies and five advertisers (plus seven publishers).

The second NMS study, says Mr. McGlathery, will add five more publications to the list of those measured (*American Home*, *Family Circle*, *Parents'*, *Redbook*, *Woman's Day*). This list was expanded, he adds, after consultation with advertiser clients and prospective clients. It was discovered that the top 25 print advertisers put close to three-quarters of their print appropriations into these 17 publications.

Mr. McGlathery started his career in media research more or less by accident. A native, fittingly enough, of Media (Penna.), he majored in mathematics and graphic arts at Millersville State Teachers College. After



MORE IRREFUTABLE EVIDENCE...

69.3% of metalcasting readers are management

New scientific, validated survey shows conclusively 69.3% of metalcasting readers have management functions, including procurement. 85.4% participate in buying decisions. 77.2% participate in determining product specifications. 61.9% influence choice of brand or manufacturer.

These are some of the high spots from the new "Metalcastings Market Profile Study" conducted by Chilton Research for Modern Castings. These percentage figures are amplified by considerable data leaving no doubt why Modern Castings is the *must* magazine for advertising in the metalcasting field. Every media man should have this scientific study. Send for your copy TODAY!

the *must* magazine for
metalcasting executives with
"Technology-for-Profit"
job functions



21,000 circulation
modern castings *Essential!*

HAROLD "Pete" GREEN, Managing Director
NATIONWIDE REPRESENTATION TO SERVE YOU
GOLF & WOLF ROADS • DES PLAINES, ILL. • VANDERBILT 4-0181



NMS's Don McGlathery: After 10 years, he's back in magazine research.

a three year hitch during the war as a lieutenant (j.g.) in the Navy, he returned to the University of Maryland to do graduate work in industrial education.

Casting about for a summer job, he found his way to Curtis Publishing. "My sister was dating the son of the editor of *Country Gentleman*," Don Hobart, of Curtis' research department, hired him, and the summer job turned into three years doing food research for the *Saturday Evening Post*.

In 1951, Mr. McGlathery joined the newly launched store book, *Better Living*, as director of trade relations (i.e., liaison with supermarkets). The job lasted exactly nine months, until that ill-fated publication was purchased by McCall Corporation. A few weeks later, Mr. McGlathery landed on his feet as an account service man in Nielsen's broadcast division. He's been there ever since.

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service
division.

October 1961



Skirts are shorter and shopping lists longer

These days Boston is bustling, building, booming, buying at a pace faster than ever before.

It's a new, big town. And the favorite newspaper is The Boston Globe — especially in the juicy 18-44 age group. That's the group with growing families, growing budgets, growing charge accounts and a growing loyalty to the pages of The Boston Globe. More of the people in this acquisitive age group read The Globe — 478,000 to the Herald-Traveler's 325,000.

A new study of Boston Market newspaper audiences reveals The Globe is first choice of the "Buying Bostonians." Conducted by Carl J. Nelson Research, Inc., in consultation with the Advertising Research Foundation, the survey shows The Globe leading in every classification of newspaper audience.

Highlights of this study are contained in a new brochure, "The Buying Bostonians," available from your Million Market Man. Just ask for a copy.

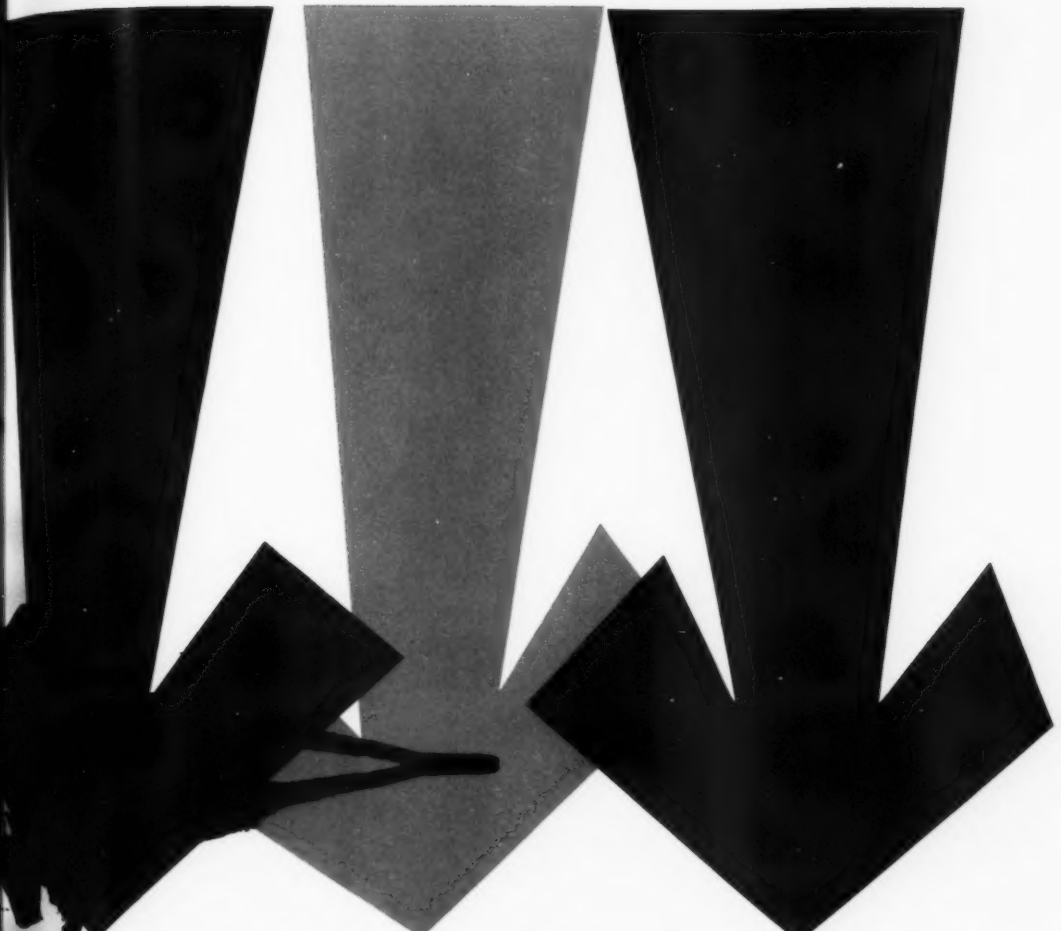
There's a new Boston and The Globe is its #1 paper

MORNING • EVENING • SUNDAY • A MILLION MARKET NEWSPAPER: NEW YORK, CHICAGO, DETROIT, LOS ANGELES, SAN FRANCISCO

Media/scope, October 1961

Concentration

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advertisers bear down on the final quarter of the year they will be concentrating on their most likely prospects. For when you get down to the short strokes of selling you put the most time and attention against the most promising sales potentials. Concentrating on the best prospects for industrial goods and services is what Fortune does every month.

Fortune is concerned with the quality of its circulation and the clarity of its communication with its 100,000 management subscribers. This is one of the reasons why Fortune figures in the marketing strategy of so many sales-wise companies. And it's one of the reasons why these advertisers have found that **FORTUNE** gets results.



SELL ON WHEELS

About 90 million wheels. That's what FARM JOURNAL families roll on. A lot of wheels for 3 million families? They're big users of most everything. Retailers love them. They love FARM JOURNAL. Best sell in the country. Good buy.

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Media/scope

BINGO CARDS:

Good...If Fast

By WILLIAM J. HENDERSON, *partner and account executive*,
and JACK RUDDY, *media director*,
L. W. Ramsey Advertising Agency, Davenport, Iowa

HOW PUBLICATIONS HANDLE READER-SERVICE CARDS

This study concerns 122 business publications using reader-service "bingo" cards. Their circulation ranges from 5,500 to 102,000. Cards returned per issue range from 40 to 13,750. Items marked per card average from 1.5 to 125, overall average seven. This represents requests for information on 835,110 items per month from readers of the 77 monthlies among this group. Publishers take from one to 48 days to forward inquiries to advertisers, the bulk going forward in seven to 14 days. The study shows how the various systems can be strengthened.

AFTER MORE THAN 25 years of answering all inquiries by first-class return mail—even if it cost overtime—one of our clients was more than a little vexed when a dilatory reader-service "bingo" card torpedoed his fast work. The advertiser's salesman, alerted in the *same* mail that carried the reply to the inquirer, called on him a few hours after the inquiry report hit his desk.

"Where the H-Dash-Double-L have you been?" the ex-prospect snapped. "I sent that card in to the magazine two months ago!" Meanwhile, weary of waiting for information, he investigated, purchased, and installed a competitor's product!

This advertiser took the view that when a publication delayed notifying an advertiser of a prospect's inter-

est, and when that delay caused the prospect to investigate and buy a competitor's product, the publication rendered a distinct disservice to the advertiser.

We were sympathetic with our client's ire, and felt that such delay was uncommon. However, we did wonder what general standards are, so we undertook to find out how long it takes to process them. We included the speed questions among 21 others (some questions were multi-part) in a three-page questionnaire.

The questionnaires were sent to the publishers of 210 U.S. and Canadian trade magazines in 27 fields. Of the 210 questionnaires mailed, 168 (80 per cent) were returned. Of the returns, 122 employ reader-service cards; 46 do not.

A Variety of Forms

We also asked for a sample of the publisher's reader-service card and a copy of the transmittal form by which he alerts the advertiser to a given reader's interest in a given item. These took a weird and wondrous variety of forms attesting more to the ingenuity of publishers than to their conformity. The cards ranged from punch-out postage-paid business reply cards to coupons to tear-out pages and multi-flapped tipped-in tear-out envelopes, with and without postage.

One reply card was formed by the magazine's back cover, the address label on which identified the inquirer, so he didn't have the chore of writing his name and address. No one has

BINGO CARDS...



INQUIRIES AND CIRCULATION WORK are combined in this well-equipped processing center of Tooling & Production and Metfax, magazines of Huebner Publications, Inc., Cleveland. When picture was taken, the IBM #402 Tabulator is printing inquiries in preparation for mailing to advertisers and the #088 High Speed Collator in center is working on circulation lists.

yet devised a method to relieve him of the tedium of checking or circling a number.

Transmittal forms ranged from IBM cards with one inquiry on each to multi-page letters with a dozen on a page. We believe that the industry should give consideration to a standardized form that can be electronically processed, the more fully to utilize the demonstrated fecundity of this industrial selling force.

Practice of 122 Publications

Practice of the 122 publications that do use "bingo" cards was as follows:

- **Length of use** ranged up to 28 years, with five using a reader-service card for less than one year; 50 using

cards for from one to eight years; and 55 using cards for nine years or more. (12 did not answer questions.)

- **Frequency of use** was every issue for 101 out of 109 publications answering this question.

- **Number of copies** of reader-service card included in a given issue was one card by 42 publications; two cards by 59 publications; three or more cards by 17 publications out of 118 answering the question. (Studies have shown that a second bingo card boosts inquiries greatly, giving pass-along readership a chance to inquire.)

- **Information required** by the publications included: Name of inquirer by 118 publications; title, 107; company name, 112; company size, nine; and major product, 28.

Often there is no indication of

company size, and seldom is any specific information such as "major product manufactured" included on the reader-inquiry form. If more of this information was included in the report to the advertiser, the latter would be in a better position to do some essential screening of inquiries before he sent them on to his salesmen. When an advertiser simply plagues his salesmen by sending down bundles and bundles of inquiries, the salesmen are more apt to throw up their hands in disgust and pitch the inquiries into the floor file.

- **If required information is missing**, most publishers (64 out of 118 answering this question) pass the inquiry to the advertiser without all of the information. Seventeen destroy the inquiry, and 37 ask for more information from the reader.

• **Degree of interest** is usually not qualified on bingo cards (90 publishers report no qualifiers of this kind). Eleven report as to whether reader wants complete catalog; four on desire for name of nearest distributor; five on desire for product samples; four on prices; five on salesman to call.

This was really a loaded question. We knew beforehand that very few publishers give the reader a chance to make his specific wants known to the advertiser when he uses the reader-service card. Some very few publishers permit the reader to indicate his wants. If the publisher did include qualifiers of interest, the advertiser would be in an excellent position to do some screening on the inquiries, and would be able to classify inquiries as to whether they're hot, lukewarm, or cold.

• **Method of filling out requests** on reader cards was by numbers to be checked or circled in 106 cases, and by blanks for write-ins, but no numbers in 15 cases.

• **Number of items per card** ranged from one to 500. Eleven publishers included 25 or less; 26 publishers included 26 to 100 items; 63 publishers included 101 or more items (out of 100 publishers answering the question).

• **Use of same number for ads and editorials** referring to same items was reported by only six out of 100 publishers answering the question.

• **Reader-service card self-mailers** are postpaid by 105 out of 118 publishers answering the question.

• **Number of cards received per issue** ranged on the average from 40 to 13,750. Four publishers say they receive 100 and under; 36 publishers say 101-500; 25 say 501-1,000; 32 say 1,001-5,000; and five say 5,001-10,000 out of 102 answering.

The per-issue average of the 77 monthlies answering this question was 1,737 cards, an average total of 133,754 cards per month. One publisher commented: "The number depends upon how many numbers are on the cards. Our average pull is 4.9



SMOOTH WORK FLOW is assured in this inquiry center of *Industrial Equipment News*, Thomas Publishing Co., New York. Inquiries are entered by clerk in left foreground, collated at rear, and speeded on their way to advertisers through data processing machine at right front.

per cent of our 35,000 circulation, lowest 2.8 per cent, highest 8.1 per cent."

• **Average number of items requested on each reader-service card** ranged from 1.5 to 125. Average is 6.99. Seventy-seven monthlies answering this question process an average total of 835,110 item requests each month.

• **Deadlines after which the publication will not service the reader-service cards** are set by 84 out of 117 answering this question, as follows: None, 33; less than one month, one; 30-60 days, 35; 61-90 days, 39; more than 90 days, nine. Says one publisher: "We just today got cards from 1959, 1960, and 1961 issues."

Processing Methods

• **Inquiries are processed by the publication itself** in 75 out of 118 cases.

"Reader service processing methods," comments one publisher, "are now in a state of very rapid transition. The internal and manual processing methods are going out, and competent outside services which process inquiries electronically are coming in."

Number of employees who are engaged solely in the handling and

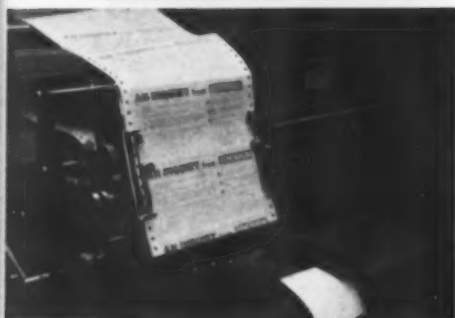
processing of reader-service cards were reported by 67 publishers as follows: less than one full-time job to three full-time employees, 47 publications; four to eight persons, 15; 9-12 persons, one; over 12 persons, four. The most horrible example among those doing their own was a small publisher that reported six full-time persons handling 250 cards (1,250 items) monthly. The best seemed to be the publication that had five employees processing 13,750 cards (82,500) monthly.

• **Machines used in processing reader-service cards** varied from typewriter and stapler to long lists of exotic hardware like interpreters, electronic sorters, collators, accounting machines, reproducers, special Elliott machines.

• **Time elapsed between receipt of a fully-qualified inquiry and its transmittal to the advertiser** varied from a few minutes to 48 days. Under "least time" the interim varied from "a few minutes" to 14 days, with the bulk around three days. Under "average" it varied from one to 17 days, with the bulk around seven. Under "greatest" it ranged from one day to 48 with a broad middle band of seven to 14 days.



BINGO CARDS...



The persistence of the "one day" figure in the least, average, and greatest categories is due to the statement by one publisher that all inquiries are electronically processed. All are transmitted the same day as received, he says, except those coming in a late mail delivery which might possibly carry over to the next day or, if received late Friday, to Monday. Some, he boasts, are transmitted within a few minutes.

He explains that his publication does not prepare duplicates for the agency nor even for his own space representatives, as this would slow the process. Before inquiries are due to start coming in, he prepares a special stencil bearing each advertiser's name and address, plus a ready-made detailed statement covering that firm's advertising or news item. When a reader indicates interest in more than one item, all necessary transmittal cards are typed at once.

- **Date received** is usually not forwarded to the advertiser. Only 14 out of 118 answers to this question indicate that it is.

The advertiser usually has no idea how old the inquiry is, except that the card may specify which issue generated the inquiry. We believe that if the publisher would date the transmittal card with the day the inquiry was received, the advertiser and his salesmen would be more conscientious in their follow-up. Also, it would be a protection for the fast-acting publisher who gets a card from a back issue. It would not then appear that he was lax in forwarding inquiries.

PROCESSING SEQUENCE for inquiries received by *Machine Design*, a publication of Penton, Cleveland, includes steps shown top to bottom of page: 1. Inquiry cards are sorted, screened, and checked on receipt; 2. Data from cards are typed on ledger; 3. At same time, punched tape is produced which in turn moves into card punch which translates every circled number on every card into separate punch cards; 4. Inquiry slips in duplicate are printed by tabulator into which punch cards are fed after sorting; 5. Tabulators keep track of number of inquiries on each item and also produce slip showing cumulative totals; 6. Finished stacks of inquiries are ready for mailing in three working days.

On a given sheet naming 25 inquiries, for example, one may have inquired only 48 hours ago, and another may have inquired (according to our survey) as much as 48 days ago. If the advertiser knew which was which, he would be able to exercise the most suitable method of following each inquiry.

- **Duplicate inquiry forms** are also sent to the advertiser's agency in only 41 out of 112 cases.

Comment: "Most of the agencies for our accounts ask us to hold their copies until budget time when we then send the year's copies."

Publishers accumulate a quantity of inquiries for each advertiser before forwarding them to the advertiser in 36 out of 116 cases only. Most publishers who do accumulate inquiries claim that they mail them weekly.

Weak Points in Systems

The typical reader-service system has at least three weak points, each of which is capable of reinforcement:

1. **The time it takes to process cards after they are received.** This can be shortened by automation either within the publisher's organization or by an outside specialist.

2. **The time those inquiries lie in the publisher's office before he transmits a batch.** Where it is a matter of the cost of addressing and stamping envelopes, perhaps the advertiser could supply a quantity of his own business-reply envelopes.

3. **Too many advertisers don't handle the requests promptly.** This is as true as it is unfortunate, for it is known that the prospect's interest flags while he awaits reply.

The industrial marketing system has, in reader-service cards, a powerful selling tool already designed, built, and functioning which it has not learned to utilize fully. More speed by the publisher in forwarding inquiries and more speed by the advertiser in following them up will inevitably bring to bear more fully the potency of the well-developed reader-service card system.

MEDIA SELECTION

By the Small Industrial Agency

How an agency of eight persons stresses study of editorial content and a "sixth sense" based upon 28 years of experience in efficient media planning. Other small industrial agencies may find in this example some parallel to their own experiences.



By Fred Ohlrich

PERHAPS it will be well to establish what is meant by a small agency. I shall be talking about an organization of eight persons. One has sales, merchandising, and broad technical background. One is a graduate engineer. There is a media director with experience in basic media mechanics, rates, and procedures. Others are a production manager well versed in the economics and techniques of production; a layout and fine-arts artist; a paste-up and illustration artist; an accountant, and a secretary.

This agency was founded in March 1933, the depth of the great depression and a period when hard sell was

not only desired but a "must." This agency has operated on a policy of "how good" and not "how big." It's policy has paid good dividends, resulting in an average account life of 12 years, which means that some of the accounts have been on the agency's books 20 years and more.

An Industrial Advertising Agency

We are talking about an industrial advertising agency equal to its task of fully counselling its clients in media, marketing, merchandising, and promotion. In fact, this organization takes an interest in its clients' needs in trade shows, distribution, catalogs, direct mail, sales promotion materials, and the coordination of all of these departments to satisfy the specific market.

In this agency with 20-odd accounts, really odd by the standards of most

consumer agencies, advertising media selection is largely a matter of applying 30 years experience in industrial advertising and marketing. In some cases, the customer has his own favorite media, and if it has consistently produced the business he wants, there is no question about agreeing with his choice.

Danger of a Media Rut

Clients whose business is running along quite well are inclined to get into a rut. They make a good product. They advertise in the same media year after year, sometimes not even changing the appearance of their advertisement for several years. However, we are not satisfied with clients who are 100 percent satisfied. Parallel to a careful selection of media to reach known markets, there is a continual search for new markets in

Fred Ohlrich is president of Merchandising Advertisers, Inc., Mount Prospect, Ill. Picture above shows Mr. Ohlrich and his agency.



which the products of our clients can be exploited.

Search for a New Market

An example of this is a client making electronic flash equipment for photography. By just a minor change in its design, this flash unit can be adapted to be used in outdoor spectacular signs as a flashing spot of light to dramatize the action of the sign. Here was a new market for the product, a market for which we as an agency were in the best position to recommend the media that would reach the outdoor electric sign market. This development has opened a new market for our client's product, likely to be greater than his original market.

How do we keep abreast of the current trends and the markets for our customer's products? How can we recommend media with the certainty that they will serve our client's purpose?

It can't be done in an eight-hour five-day week.

Reading of Publications

It requires a substantial amount of homework—homework that consists of scanning and often reading very carefully the editorial content of nearly 100 magazines a month. Only when you have done this for some time do you sense the feel of the market, the trends in industry, and the stimulation of seeing new ideas that, in turn, create more ideas.

The vice-president of our firm is

a graduate engineer—he reads the long-haired highly technical publications, noting and clipping items of interest. Obviously, his analysis of a publication's editorial standard will be to satisfy the wants and likes of an engineer. Is it technical enough? Too technical? Is it flavored with enough "how-to" and general meaty information to make the engineer accept and respect that publication as an authority in its field? Therein lies the real advertising value.

My taste is for the marketing and business publications with a somewhat broader interpretation of the technical aspects. We both scan the advertising publications and the *Wall Street Journal* for items of interest to our clients. This teamwork pays off. We have first-hand information on media and a knowledge of the editorial slant of the publications that can be acquired in no other way. Of course we refer to Standard Rate & Data Service for statistic information; circulation; territorial distribution; rates and closing dates. Before doing this, we *know* the nature of the publication and the type of readers to whom it will appeal. This largely governs our recommendations to the clients and certainly it indicates to us the type of copy and layout that is in keeping with the editorial context.

A Client Selling Power Supplies

Not so long ago we were presented with the problem of recommending the media for a firm that makes a line of direct-current power supplies, operating from commercial alternating current lines. Fortunately we know

the nature of the product and in applications, although we have not been active in this market for some time.

The first step was to select from Standard Rate & Data Service the names and addresses for all the publications that could be considered. A form letter was sent to each, requesting information on the possible interest of their readers in this product line. We solicited information from 47 publications. We also requested sample copies of each for presentation to our customer.

47 Publications Read

The response was prompt and very informative. Our first step was to read all the publications, page by page, advertisements and editorials where applicable to the subject in which we were interested. The wealth of information acquired in this way was almost unbelievable. Papers that we thought were strictly on the fringe of this client's market turned up with editorial material that definitely indicated reader interest in direct current power systems. Others that at first glance appeared to be logical choices were slanted to other interests and were obviously not suited to this promotion.

Out of the 47, eight appeared to be absolutely necessary to reach the desired market and then we were faced with another dilemma. The client wanted to hold his budget to a minimum until he could see some return for his advertising. The only solution to this appeared to be the use of fractional page space. We couldn't



BUSINESS AS USUAL at Merchandising Advertisers, Inc., (from far left to right): Mrs. Evelyn Hubbell, media director; James P. Kennedy, vice president; Joseph F. Broder, production manager, and Guy E. Tipton, art director.

believe that alternate issues would do. Only by appearing in each of the selected papers consistently, could we hope to have the impact necessary to stimulate sales. However, by planning fractional page space, with enlarged reprints for the field sales force, we felt that we could secure the sales response.

Effort in Little Ads

It meant that just as much effort and planning had to go into these little ads as would be needed for a page of space, in fact more punch and better headlines had to be planned to compete with larger advertisements. For this we relied upon the time-tested appeal. Our headlines had to do with his economy rather than our product. Down in the copy we tie the product to his economy in a way that links the two inseparably.

In another case, a few years ago, a capital-investment item manufacturer which we were seeking as a client had been advertising full pages in four publications for several years with little more than prestige claimed for results. After carefully analyzing the market and potentials, we set out to convince this prospect that his problem was really two-fold, and with a change from full pages in the limited number of papers to fractional pages on a consistent basis in four times as many papers, he could not lose. An entirely different tack in copy, using hard-sell, was also necessary.

This was one of those cases that was met with the question: "How can we sell this kind of equipment

with fractional page advertising when we can't do so with full pages?" The answer was very simple, because we had carefully studied the media picture and determined that the papers being used were by no means first-line selections. Moreover, the copy could never accomplish more than prestige, and we had our doubts about that. Finally given the go-ahead, a complete change of media was put into effect, with change of copy slant and use of fractional pages.

Program of \$20,000

The net result from a limited program of \$20,000 all-inclusive for the year was more than 1,150 inquiries of good quality received within the first nine months of the program as compared with approximately 400 inquiries from the full-page program of the previous year.

A careful check was kept on sales resulting from these inquiries over the first 10-months' period, recording only initial orders, small as they were, and new accounts added to the books. The net result was that the initial business actually paid for the advertising program. This is not meant to imply that we advocate fractional pages for all programs . . . but rather that such evaluation of an advertiser's needs go hand in hand with careful selection of media.

The Little New Client

Then there is the little new client with a good product and very little money, no advertising experience,

just a world of enthusiasm for his brainchild. He walks in the door with an air of timidity, fearful that he is too small even to talk to a professional advertising agency.

He has a patent on a method of coloring salt harmlessly. Yes, plain old sodium chloride that you sprinkle on a steak, only with this salt it doesn't disappear or blend into the juice leaving some doubt about how much you put on. He has it in assorted pastel colors in crystal glass salt-shakers and a clear plastic box. Pink for the ladies, blue for the gentlemen, chartreuse for status seekers, and a delicate shade of green for formal dinners in the White House.

Speaking quite seriously, he said, "I want to get this product in all the big grocery and chain stores through the wholesale channels of distribution, but I can't afford to go into *Life*, *Look*, and the *Saturday Evening Post*, where there could be created a demand for colored salt. What do you recommend?"

A Mail-order Business

We could have said, "Get lost," but he was so sincere and the colored salt was so unique, it seasoned our thoughts. There was one obvious point . . . before he could buy a four-color page in *Life*, he was going to need some green sheet salt printed by the Treasury. What was the quickest way to get some return, some profits on which to work?

We could think of nothing faster than a mail-order business where

...Small Agency...

MEDIA CONFERENCE brings entire staff together at conference table: (Seated left to right) Mrs. Hubbell; Cliff Reesman, advertising manager of Grayhill, Inc., a client; Mr. Ohlrich; Mr. Kennedy; and (standing) Mr. Tipton, and Lynn Thomas, secretary.



there would be direct return. Our media department came up with the answer. This salt in its crystal shakers, neatly gift-packaged was a natural for the Diners' Club magazine. Later, we could plan on using mass media with other colors, but the initial impact would be exclusively Diners' Club with special colors for Diners' Club only. Only a person with a Diners' Club Credit Card could buy this exclusive gift, to add to its snob appeal.

When the product has market acceptance, we'll recommend the trade journals to reach the chain grocery market.

Publicity and Media Selection

We send out the usual run of publicity releases on new products of our clients. Now and then a publication in which we have not been advertising will show a strong interest in such publicity. It will literally pull its head off. We check these returns carefully. If they are genuine prospects and our client's sales force secures some orders from these leads, it is good evidence that that publication is reaching the market we want. If one of the publications on the established schedule hasn't been pulling its weight,

we recommend running the same ad in the new media. Results are the best space salesmen for any publication.

Idea from a Representative

Speaking of space salesmen immediately brings to mind one who was always welcome. He never called unless he had some new idea or promotion all planned. We couldn't afford to ignore him. One time he came in with a proposition by which he thought we could get a private brand manufacturer as an account. The manufacturer had never been known to advertise. This private brand firm had three major accounts, the loss of any one of which would have been a serious blow.

His idea was to sell this prospective client insurance against the loss of one of his major accounts. The method was to publicize the house brand of the product with a double appeal in each ad: 1. Sell the retail dealers on the house name; 2. Write sufficient technical data in each advertisement to sell the dealer's service personnel. The theory was that when it was necessary to go into the market under their own name, the technical help in the background would already be sold on the product and willing to endorse

it to the dealer.

It was a beautiful idea that netted the space salesman a 12-times' contract for two color pages, and netted us a new client. But the whole thing backfired. The private brand technical advisers became so sold on the product that they wouldn't consider any other source. To make matters worse, a larger firm became interested and bought out the private brand firm, lock, stock, and barrel. They had their own advertising agency.

In general, space salesmen are bright-eyed alert individuals with a tremendous fund of marketing knowledge. We consult them freely, and value their help very much in evaluating media.

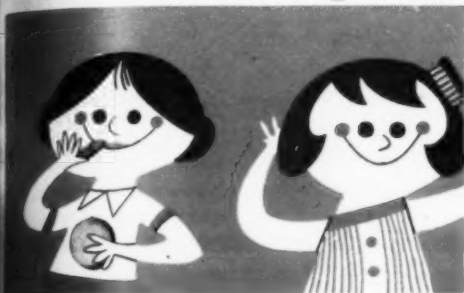
Editorial Evaluation

Media selection in the small agency may not be so scientific as it is in our larger competitors where data can be fed into a computer and the answers come out on a tape. However, we believe there are facts that cannot be programed on a computer; there is our own evaluation of the editorial contents of each publication and a reliable sixth sense that comes only with years of experience (to support our recommendations.)



Digest

463 chances-to-sell per dollar



Look

225 chances-to-sell per dollar



Post

167 chances-to-sell per dollar



Life

131 chances-to-sell per dollar

*...double your
chances-to-sell
cosmetics*

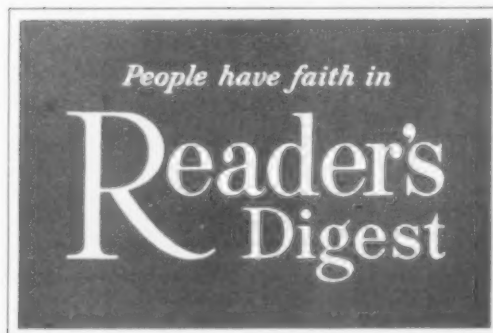
—or any other health and beauty
aid—with every dollar you
invest in the Digest

Every time an advertisement is seen, it has a *chance-to-sell*. And nationwide research by Politz* has measured these *chances-to-sell* to magazine readers recently buying cosmetics:

In the Digest	20,148,000
In Look	9,892,000
In the Post	7,379,000
In Life	6,183,000

Chances-to-sell to these buyers *per dollar* invested in a 4-color page are illustrated at the left. As you can see, the Digest provides about twice as many *chances-to-sell* as its nearest competitor . . . typical of the advantage you get advertising any type of product in Reader's Digest. Let the Digest sell *your* product!

*Source: Alfred Politz Media Studies



BE HAPPY Go Farther WITH SIGNAL

...and here's "That Man" again with his happy adventures on Signal. With his happy adventures on Signal, he's always going to work the old measure of measuring with Signal. —Long feature as the Go-Farther Guarantee.

Fill in up — from Canada to Mexico where you see the familiar picture and that's the signal.

More Go for Your Dough!

Signal Dealers are Voted "TOPS" for Friendly, Conscientious Service.

More Jump from the Pump!

More Horse for your Horsepower

More Engine Efficiency...for More Mileage

When a gasoline makes your engine run more efficiently — with fewer miles from the same state put to the pavement — you get the most out of your money. That's why Signal is the answer. Go Farther. Signal Gas.

LEE TIRES — Now... guaranteed against all Road Hazard Damage for the Lifetime of the Tread

Go Farther. Signal Gas.

1. Say it with posters. Copy in this consumer magazine page for Signal Oil Company is built around three outdoor posters that tell the story quickly and simply. This technique was used for advertisements in *Saturday Evening Post*, *Life* and *Look*; and it was adapted for use in TV commercials.

1. Open on Shell Emblem on poster. Pull back to reveal entire poster — no car — no words.

2. Pop words "Can Love Shell" on cue.

3. Animated car drive on to poster up to center position on poster. Hold.

ANNOUNCER:
Oh your Shell Service Station Makes this declaration

Can Love Shell

To prove it

Come on in. MUSIC OUT

J. WALTER THOMPSON COMPANY

2. Animate outdoor on TV. As shown in this storyboard for Shell Oil Company, animation of TV poster being put together can build recognition value of same themes on big boards.

6 Ways To Relate Outdoor

650,000,000 impressions are the potential for this outdoor board which will be shown in the 25 leading automotive markets. It's part of U. S. Steel's big national program designed to help steel sell for you.

Box strong bumpers...count on steel

The public prefers steel. Over one hundred special steel go today's cars durability and show. Continuing surveys by Alfred Pöhlitz Inc. prove that people prefer steel throughout automobiles. They demand steel's strength, dependability and quality — its protection of resale value. Here is how we're going the public even greater awareness of steel's built-in quality.

Billboards. Showings in the leading automotive markets will reach millions of people. Have a potential impression total of over 1 billion.

Network Television. Commercials on the popular *General Motors Hour* and on the daytime *I Love Lucy Show*. Total audience 133,000,000.

Magazines. Colorful spreads in *The Saturday Evening Post*, *Life* and *Look*. Potential impressions 1,027,000,000.

Capitalize on the public's long standing preference for steel in automobiles. Our steel is a selling feature.

United States Steel

Sell it sells for you

3. Merchandise in trade papers. U. S. Steel, like many other advertisers, uses colorful outdoor posters as visual evidence of advertising support. This page was published in *Automotive News*.

Other Media

Ayer & SON, INC.

CLIENT: HOWARD D. JOHNSON COMPANY PROGRAM: "TODAY IN NEW YORK"
 SERVICE: GENERAL RESTAURANT -- STEAKS FACILITIES: WJVA-TV, NEW YORK
 PHONE: 413-224 FOR PRODUCTION DATE: AS SCHEDULED TIME AS SCHED.
 LENGTH: ONE MINUTE LIVE AND TELOP

THE LINE:
 HOWARD JOHNSON'S LOGO
 TELOP #133-428: HOWARD JOHNSON'S RESTAURANT AND LOGO
 TELOP #133-446: 15 CHARCOAL-BROILED STEAK
 TELOP #133-447: 15 CHARCOAL-BROILED STEAK, KNIFE AND FORK
 TELOP #133-448: 15 CHARCOAL-BROILED STEAK
 MONTAGE BILLBOARD: "NEXT STOP HOWARD JOHNSON'S"

VIDEO

1) ONE OF US ARRIVE AT NEWS
 ONE AND FIVE WITH AS FOR
 CHURCH TO COME'S AREA WITH
 HOWARD JOHNSON'S LOGO IN HIS
 MINIATURE POSTER "NEXT
 STOP HOWARD JOHNSON'S" ON
 COMMERCIAL COUNTRY.

2) ONE TO GO REVEAL BOARD
 FIVE "NEXT STOP HOWARD
 JOHNSON'S."

3) ONE TO MINIATURE BILLBOARD
 "NEXT STOP HOWARD JOHNSON'S."

AUDIO

1) ANNOUNCER: How long has it been
 since you've had a really good
 steak? Well, if you've been in
 the mood for a juicy steak done
 just the way you like it, here's
 the perfect place to go ...

2) Howard Johnson's ... your "Host
 of the Highways." Make the
 bright orange roof your next stop!

7) Howard Johnson's ... your "Host
 of the Highways."

...

6. Post a poster. This poster within a poster provides Ford Comet with means of displaying two models. Objective here is double impact in medium valued for its repetition value.



IN NEW YORK...

You pay \$1.00 tax on 10 gallons of gasoline

Everywhere in New York, car owners pay \$1.00 tax on every 10 gallons of gasoline they buy.

That's one less dollar on a tank of gas. That's one more dollar in your pocket. That's one more dollar for the things you want to buy.

How did gasoline taxes get so high?

Well, since World War II, there have been three increases in the federal gasoline tax alone. Plus the states have added tax to 4 cents a gallon, in addition to the State tax of 4 cents a gallon.

Looking at it another way, in the last 10 years gasoline taxes have increased 17 cents per gallon. That's one more dollar for every 10 gallons of gas you buy.

\$70 a year for gasoline taxes

Gasoline is getting more expensive all the time. Each year the average motorist spends more on his gas than he did the year before. That's one more dollar for every 10 gallons of gas you buy.

Highways and Gasoline Taxes

There's a good reason why gasoline taxes are so high. It's to pay for the highways. The more money we have for highways, the better off we are. The more highways we have, the more money we have for the things we want to buy.

The gasoline you buy... is taxed too HIGH!

Your Gasoline Dealer

4. Illustrate with outdoor poster. Familiar scene in this New York Times page is also an automatic tie-in device for the Gasoline Tax Education Committee.

5. Use miniature outdoor poster as TV prop. Script (left) for Howard Johnson TV commercial directs camera man to zoom-in on outdoor miniature set up on desk of announcer. As in this case, big advantage of using outdoor in other media is repetition of same ideas.



PHOTO BY COR

Concentrated **COVERAGE** where it counts...

Applying the pressure where it does the most good is a proven principle in child upbringing, and it is even more important in advertising to really reach the target effectively with concentrated **COVERAGE** where it counts most.

New York, Chicago and Philadelphia are the pivotal markets where pre-selling of millions of heavy spending customers through adequate advertising combines with the mass sales volume of giant self-service super markets to produce over 17% of all U. S. Food and Grocery store sales.

In these compact, most profitable markets where the

family coverage of General Magazines, Syndicated Sunday Supplements, Radio and T.V. thins out, *there is no substitute* for **FIRST 3 MARKETS'** dominant 54% **COVERAGE** of all families.

Further, in 227 Industrial North and East counties—which account for over 27% of total U. S. Food and Grocery store sales — **FIRST 3 MARKETS GROUP** delivers an audience of 44% of all families.

Concentrate **COVERAGE** where it counts... with **FIRST 3 MARKETS GROUP.**

THE GROUP WITH THE SUNDAY PUNCH



New York Sunday News Coloroto Magazine

Chicago Sunday Tribune Magazine

Philadelphia Sunday Inquirer "Today" Magazine

NEW YORK 17, N.Y., News Building, 220 East 42nd Street, Murray Hill 7-4886 • CHICAGO 11, Ill., Tribune Tower, Superior 7-0043 • SAN FRANCISCO 4, Calif., 155 Montgomery Street, Embarcadero 1-7940 • LOS ANGELES 5, Calif., 3400 Wilshire Boulevard, Doheny 5187

CHICAGO

The Market and Its Media



How the market and its media are affected by population changes between 1950 and 1960.

THE MARKET

Chicago market third largest in U.S., with 6.8 million population, 2.1 million households.

48 per cent of population of Chicago metropolitan complex now in suburbs, compared with 35 per cent in 1950.

Chicago city population down 4 per cent in decade, suburban population up 68 per cent.

Retail sales up 51 per cent in Chicago complex in decade. Although retailing in suburbs has grown faster, Chicago City retains more than half of retail dollar volume of market.

Market is made up of eight counties, six in Illinois and two in Indiana.

City has evolved from a trading to a manufacturing center.

Shopping centers growing rapidly, with night shopping an important characteristic.

THE MEDIA

Four major newspapers and almost 300 others, daily, weekly, and Sunday. The influence of two famed newspaper families.

In television, four major stations, seeking competitive images through program variations. Local live shows are important. Growth of TV viewing, especially in the suburbs, significant to advertisers.

Radio a 32-station market, with individual stations trying to separate themselves from the mass. FM growing in importance.

Factors in outdoor and transit advertising: the media for the mobiles are changing. Outdoor splits, rotary plans, coverage. Transit patterns are shifting. Terminal advertising for commuters.

Nature of magazine coverage and the significance of geographical splits. Media for ethnic groups, particularly Negro radio and newspapers.

THE CHICAGO MARKET is the third largest in the United States. Its vital statistics are:

6.8 million population

2.1 million households

\$10.0 billion in retail sales (up from \$9.8 billion in January 1960)

Like other giant metropolitan markets, its suburbs are undergoing rapid growth (from 1950 to 1960 a 68 per cent increase in suburban population and an 80 per cent increase in suburban households). In population and households its City area is numerically just about where it was in 1950 (actually a 4 per cent decrease in population

and a 2 per cent decline in households), but the character of the City itself is undergoing significant changes.

As a retailing center it continues to outpace most other American Metropolitan Markets, and exhibits considerable current growth (up 51 per cent in total retail sales from 1950 to 1960) as well as future potential for growth. Although the suburbs show the greatest increases in retailing of all kinds, Chicago City still retains more than half of the retail dollar volume in the Metropolitan Market as a whole. And in such lines as apparel and home furnishings, Chicago City does about two-thirds of the business.

Geographically, the Metropolitan Market is made up of



Photo: Zouine Gallowsy

eight counties (six in Illinois and two in Indiana), forming a great 4,653-square-mile crescent at the foot of Lake Michigan and spreading inland over what was once rich, flat, farm land. These eight counties make up what the Bureau of the Census defines as the Chicago Metropolitan "Complex."

It includes the Census-defined Standard Metropolitan Statistical Area of Chicago (six counties: Cook, DuPage, Kane, Lake, McHenry, and Will in Illinois) and Gary-Hammond-East Chicago (two counties: Lake and Porter in Indiana). It is an area in which there is still room for considerable suburban expansion as housing developments continue to take over the farms (most recent figures show 11,412 farms in the eight-county area, and farm income of over \$150 million).

Suburban Growth

Chicago City is contained within Cook County and covers only part of its area. The balance of Cook houses an inner ring of suburbs where tremendous growth has occurred in recent years. The following table shows population change in some fast-growth municipalities within Cook from 1950 to 1960¹:

	1950	1960	% Increase
<i>North of Chicago</i>			
Skokie	14,832	59,358	300%
Morton Grove	3,926	20,708	428
<i>Northwest</i>			
Des Plaines	14,994	34,846	132
Arlington Heights	8,768	27,826	217
<i>West</i>			
Hillside	2,131	7,848	269
Franklin Park	8,899	18,260	105
<i>South</i>			
Homewood	5,887	13,296	126
Markham	2,753	11,627	322

¹Chicago Tribune data service

Outside of Cook lies the outer ring of Illinois suburbs. Population growth in some key suburbs spotted in this band matched growth in the inner suburbs from 1950 to 1960, although the outer ring still contains much farm acreage. In number of homes 1960 vs. 1950, Chicago City alone decreased (down 2 per cent); the balance of Cook (inner ring of suburbs) was up 97 per cent as a whole; the other Illinois counties in the Complex (outer ring of suburbs plus farm land) were up 10 per cent.

The two Indiana counties in the Complex comprise a fast-growth concentration of heavy industry that is spilling over into Illinois and tending to encircle the City with new factories, assembly plants, warehouses, and integrated central office-manufacturing compounds. Market expansion follows industrial expansion, with small-home developments sprouting like mushrooms. Number of homes in the two Indiana counties rose 24 per cent from 1950 to 1960.

Growth patterns are expected to continue. By 1980, according to the Chicago Community Inventory prepared for the City by the University of Chicago, popu-

WATERWAYS, always important, will play increasingly important role in Chicago economy as St. Lawrence Seaway traffic develops on Chicago River and Lakefront beyond.

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October 1961



lation will reach 9.8 million (58 per cent in the sub-
urbs)—almost half again as many people as now in
the Chicago Complex.

Employment and Income

Important to the market as a whole is the nature of
employment and income in the area. A good book has
been written on the subject, "Metropolitan Chicago," by
Ezra Solomon and Zarko G. Bilbija of the University of
Chicago. They point out that Chicago has evolved from
a trading to a manufacturing center—a trend subject to
considerable acceleration in recent years. From 1950 to
1959, Chicago factory construction came to \$1.6 billion
in contract value—more than similar construction in
Philadelphia, Pittsburgh, Detroit, and St. Louis com-
bined. It moved into manufacturing first as a processor
of agricultural products from the surrounding commu-
nity, but now finds itself strongly linked to five metal-

working industries: electrical machinery, non-electrical
machinery, primary metals, fabricated metals, and instru-
ments and miscellaneous products. These industries pro-
duce more than half of Chicago's income from outside
its own area. Other manufacturers produce another
quarter of "export income," and the remaining quarter
of "exports" are in the form of wholesale and retail
trade, and financial and other services. Locally-oriented
business, of course, also contributes to total market val-
ues (including \$200 million brought into Chicago by
conventions and trade shows), but it is the "export"
businesses that jack up the Chicago market to a point
where spendable income per household² rides well above
the national average: at \$8,060 compared with \$6,417
in total U.S.

Factors contributing to this are:

1. Relatively small role in the Chicago economy of
traditionally lower-pay farm workers.

²SRDS May 1961



CHICAGO The Market and Its Media

Chicago Metro Market: 1960 vs. 1950

		Chicago City	Chicago Metro	Suburbs	Suburbs
Population	1960	3,522,100	6,778,700	3,256,400	48%
	1950	3,683,700	5,607,800	1,944,100	35%
Percent of change		-4%	21%	60%	
Households	1960	1,098,430	2,057,170	950,740	47%
	1950	1,116,390	1,649,880	532,490	39%
Percent of change		-2%	25%	80%	
Total Retail Sales	1960	5,971,292,000	9,789,153,000	3,817,861,000	39%
	1950	4,548,850,000	6,497,605,000	1,920,755,000	30%
Percent of change		31%	51%	98%	
Food Stores	1960	1,150,135,000	2,153,054,000	1,002,919,000	46%
	1950	895,334,000	1,400,886,000	505,352,000	36%
Percent of change		28%	54%	98%	
Drug Stores	1960	314,682,000	358,517,000	141,835,000	39%
	1950	145,125,000	204,349,000	59,224,000	29%
Percent of change		49%	75%	139%	
Apparel	1960	470,163,000	702,409,000	232,246,000	33%
	1950	463,447,000	596,215,000	132,768,000	22%
Percent of change		1%	18%	75%	
Home Furnishings	1960	314,897,000	476,866,000	161,969,000	34%
	1950	221,796,000	302,220,000	80,424,000	27%
Percent of change		42%	58%	101%	
Automotive	1960	726,339,000	1,361,814,000	635,477,000	47%
	1950	526,987,000	862,000,000	355,813,000	40%
Percent of change		38%	54%	79%	

SOURCE: Standard Data & Data Service, July 1, 1960, and January 1, 1950. Data are based on Bureau of Census information, and do not take into account other changes in classification and interpretation of store types.

- (1) City: Chicago city limits.
(2) Counties for both 1960 and 1950 data: Cook, De Wap, Kane, Lake, McHenry and Will counties, and Lake and Porter, Indiana.
(3) Suburbs: Counties listed in footnote (2) above—minus Chicago City.

2. Relatively high rate of employment: 83 per cent of men more than 14 years old in Chicago work compared with 78 per cent nationally; and 39 per cent of Chicago women more than 14 work compared to 29 per cent nationally.³

3. Relatively high concentration of employment in high-output industries: durable goods manufacture, wholesale trade, and finance. Importance of metal-working and large-size, modern factories with high levels of output per worker are contributing elements.

4. Relatively small impact of general recessions on employment compared with other industrial centers. Unemployment in January of this year was only 6.5 per cent in Chicago compared to 7.1 per cent in Los Angeles and 19.9 per cent in Pittsburgh.

5. Chicago's undisputed position as a transportation center in Mid-America, geared now to new methods of transportation via the St. Lawrence Seaway and by air travel through the giant rebuilding of O'Hare International Airport into the Idlewild of the Mid-west.

³U.S. Census of Population, 1950

The market is dotted with shopping areas and drive-in shopping centers in the suburbs. The Chicago Tribune listed and described 64 Major Shopping Areas in 1950 in its "Shopping Center Study," giving not only total volume in each Center but also share of customers in the total market. According to this study, the leading areas were:

	Share of Customers		Share of Customers
1. Chicago Loop	59%	8. Irving-Milwaukee-Cicero (Northwest)	6
2. 63rd and Halsted (South Side)	13	9. Belmont & Central (Northwest)	5
3. Old Orchard (Skokie)	11	10. Downtown Evanston	5
4. Evergreen Plaza (Far South)	10	11. Downtown Hammond	5
5. Downtown Oak Park	10	12. Downtown Gary	4
6. Lincoln, Belmont & Ashland (North)	6	13. Harlem-Irving Plaza (Northwest)	4
7. Hillside (West Central)	6	14. Woodmar (Hammond)	4

The leading retailers were:

	Share of Customers		Share of Customers
1. Marshall Field	17%	9. J. C. Penney	4
2. Sears-Roebuck	16	10. Neumode	4
3. Goldblatt's	13	11. O'Connor & Goldberg	3
4. Carson, Pirie, Scott	11	12. Polk Bros.	3
5. Wieboldt's	9	13. Lytton's	3
6. The Fair	8	14. Chas. L. Stevens	3
7. Maling Bros.	5	15. Montgomery Ward	3
8. Mandel Bros.	4		

The mobility of Chicago families, together with the fact that many women work, has made night shopping an important characteristic of Chicago retailing. Downtown Monday night is so important that the banks stay open. The department stores (except Marshall Field, which is open evenings in December only) and the smaller shops are open Mondays and Thursdays to 8:30 or 9:00 P.M. Sears-Roebuck and Polk (the discounter) and Goldblatt's (low-price department store) are open every evening in most outlets. Friday is the biggest day for grocery shopping, afternoon and evening. Thursday is growing in importance.

NEWSPAPERS

Two Giant Combines and 289 Others

There are almost 300 newspapers in the 8-county Chicago Metropolitan Complex, with total combined per issue paid circulation of close to 5 million⁴ (over two newspapers per home in the market). Sixty per cent of the per-issue circulation, as taken here, is daily; forty per cent weekly. Dominating the daily market (and the whole market in terms of total copies distributed week-days plus Sundays) are four great, big-city newspapers owned by two famous newspaper groups:

Tribune, morning, 865,000 daily, with trustees of McCormick-Patterson Trust included on board of directors of Tribune Company, the owner.

American, evening, 450,000 daily, owned by Tribune Company.

⁴March 31, 1961, publisher's statements

and drive-in
ago Tribune
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customers in
the leading
Share of
Customers
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Sun-Times, morning, 547,000 daily, Marshall Field, Jr. owned.
News, evening, 538,000 daily, Marshall Field, Jr. owned.

The other general dailies account for 10 per cent of the total daily circulation. Seven per cent is foreign language dailies. One per cent is the leading Negro paper, the *Defender*.

In the weekly field there are 10 general ABC audited publications with 16 per cent of the total weekly paid circulation; 170 additional weeklies (as listed in the N.W. Ayer Directory) with 72 per cent; and 11 foreign-language weeklies with 12 per cent.

Add to this a total combined circulation of 2.4 million Sunday for the three of the big dailies with Sunday editions (all of them carrying supplements):

Tribune, 1,209,000—the First 3 Markets Group paper, carrying *Metro Sunday Comics*, *Tribune Sunday Magazine*, *Magazine of Books*.

American, 572,000—*American Weekly*, *Puck*—*The Comic Weekly*, and *Leisure*.

Sun-Times, 660,000—*Parade*, *Metro Sunday Comics*, *Sunday-Midwest* color gravure magazine, and *TV Preview*.

The *News* does not have a Sunday edition, but has a special Saturday evening edition (circulation 526,000) that carries *This Week*, comics, *TV News* and *Chicago Life Roto*. *Family Weekly* is distributed in the Indiana segment of the market with the Sunday edition of the *Gary Post-Tribune* (Sunday circulation 61,000). *Suburban Today* is distributed with 42 weeklies in the first full week of each month (total circulation 207,000 in 119 communities in the area). The Negro *Defender* has a Saturday weekend edition (circulation 37,000).

Total combined circulation of the newspapers that carry supplements adds up to 3.2 million. This represents a tremendous amount of reading by a large percentage of the entire population. The extent of penetration of the four big dailies was outlined in 1961 by a study made by W. R. Simmons and Associates in consultation with ARF in the City and Retail Trading Zones for the newspapers of Field Enterprises, Inc. The study showed that 83 per cent of Chicagoans 15 years old and more read one of the four dailies in a typical week; 72 per cent of them read one of the four dailies in a typical day.

Even larger combined coverage is indicated when Sunday editions are included, as in a survey made by Forward Research, Inc., for the *Tribune* in the City and Retail Trading Zones in 1959. This showed that regular readers were situated in 91 per cent of Chicago households, that 89 per cent of housewives 18 years old or more were regular readers, and that 87 per cent of men 18 years old or more were regular readers. Furthermore, newspaper reading habits in Chicago are consistent.

Coverage by Combination

The daily newspaper audience is large, but it may not be easy to reach with sufficient coverage to satisfy broad marketing requirements unless a combination of news-

Television Coverage

	NCS, 1952		1960 (ESTIMATES)	
Cook County	1,388,500	1,045,000 (75)	1,596,900	1,488,570 (93)
Du Page	46,300	32,570 (70)	86,700	81,000 (93)
Kane	44,300	29,180 (66)	54,400	51,240 (94)
Lake	50,700	37,070 (73)	74,000	70,230 (95)
McHenry	15,900	9,210 (58)	21,700	20,140 (93)
Will	39,700	25,800 (65)	51,400	47,810 (93)
Lake	107,400	91,690 (85)	144,600	135,070 (93)
Porter	12,000	8,280 (69)	15,700	14,710 (94)
	1,704,800	1,278,800 (75)	2,045,400	1,908,770 (93)

papers and frequency is part of the plan. Both the *Sun-Times* and *Daily News* and the *Tribune* studies indicate daily penetration as follows:

Sun-Times: In a typical day, individual Chicago daily newspapers are read by from 19 to 38 per cent of Chicagoans (81 to 62 per cent may be missed by a one-paper, one-time buy).

Tribune: Regular readers of individual Chicago dailies (four issues a week) are situated in from 25 to 48 per cent of households (75 to 52 per cent may be missed by a one-paper buy).

The newspaper buyer can do three things to solve this fracturing of the daily newspaper market.

1. Use combination buys. He can move personal daily coverage up from as low as 19 per cent to as high as 58 per cent by a two-paper buy, or as high as 66 per cent by a three-paper buy, says the *Sun-Times*. No three-paper buy, according to the *Sun-Times*, reaches less than 57 per cent penetration, and a four-paper buy reaches 72 per cent.

2. Increase frequency. He can move his four-paper penetration on a typical day up from 72 per cent to 83 per cent by blitzing the newspaper market for a week (8 out of 10 Chicagoans read a daily newspaper in a typical week, says the *Sun-Times*; and the *Tribune* says that 9 out of 10 Chicago households read a newspaper during a typical week).

3. Add Sunday to weekly scheduling. According to the *Tribune*, 91 per cent of Chicago households read either a daily or a Sunday newspaper, and the household penetration for its own paper moves up from 48 per cent daily to 63 per cent Sunday.

The Chicago *Tribune* believes that it may not be necessary to use a combination of newspapers, and points to the big newspaper readership of its Sunday edition.

Readers in Suburbs

The problem of penetration has intensified in the last 10 years, as newspapers in Chicago—as elsewhere—have pursued the elusive homeowner into the suburbs. Total market penetration has dropped for each of the four dailies and for each of the three Sunday editions. Their



CHICAGO The Market and Its Media

total combined circulation has just about stood still, while population and home ownership have exploded. However, the leading papers have not been unsuccessful in following their readers in some directions.

The two morning papers, for example, have increased their combined daily sales in direct proportion to home ownership growth in the North, Northwest, and West suburban area as a whole (suburban Cook County, DuPage, Kane and McHenry Counties combined). In the suburban portion of Cook and in McHenry both the *Tribune* and the *Sun-Times* have increased Sunday penetration, and the *Sun-Times* has increased Sunday penetration in Lake and DuPage Counties. South and Southeast of the City in Will County in Illinois and in Lake and Porter Counties Indiana, and in the City Trading Zone, both papers have lost penetration daily and Sunday.

This pattern of gain and loss is more likely a reflection of the changing nature of family characteristic patterns in sections of the Chicago market than anything else. It reflects, at least in part, industrial growth South and Southeast of the City and growth of Negro population in the City Trading Zone. During the same period each newspaper has stepped up its non-advertising space budget, added features, and broadened editorial services; and thereby reduced duplication among readers who can now secure a greater variety of material in any one newspaper.

Splits, ROP, and Discounts

Regional splits are offered by the *Tribune* and *Sun-Times* on a regular basis. The *Tribune* has a three-way split of distribution North, West, and South on Thursday and Saturday; and on Sunday it carries a Neighborhood Section that splits the North segment into North and Northwest and the South segment into South and Southwest (five sections on Sunday). It will also distribute an 8-page section to any segment of its audience an advertiser wants, a buy that has become popular with shopping centers for distribution with 100,000 or more copies of the paper. The *Sun-Times* split is three ways on Sunday: North, West, and South.

Growth in importance of the regional splits can be measured in terms of lineage in zoned editions of the *Tribune* (the first and most aggressive promoter of regionals) from 1950 to 1960, a 107 per cent increase during a period when its total lineage rose 31 per cent. In 1960 it ran 17 per cent of total lineage in zoned editions.

All four papers have bulk and frequency discount plans; and the *Tribune* and the *American* have C-I-D discount plans. Also becoming more of a factor in newspaper buying and selling in Chicago is combination rates as the two owners tend to consolidate operations of their

morning-evening properties. The *Sun-Times* and *News* are now sold by one sales staff for everything except retail, and combination rates for the two-paper buy are offered on national general advertising and on classified. The *Tribune* and *American* maintain different sales staffs for retail, but on national and classified the same sales staff represents both papers. Combination rates are available on classified and on special sections, and there is an ROP color surcharge discount for general advertisers running the same plates in both papers.

All four papers offer ROP color. The lineage in ROP in all four Chicago papers has increased tremendously (up 415 per cent compared to a total lineage gain of 25 per cent from 1950 to 1960), but there is great opportunity for further development of color advertising (in 1960 ROP represented only 4 per cent of total lineage).

Dollar and Lineage Trends

The Chicago newspaper market as a whole is a rising market. Lineage for the four papers combined is up 10 per cent daily and 26 per cent for the three Sunday editions 1960 vs. 1950. In dollars, the gains are 55 per cent daily and 41 per cent Sunday.

During the 1950-60 period of expansion, the *Tribune* just about held its share of market daily and Sunday, both in lineage and dollars. The *News* showed a gain in dollars only. The *Sun-Times* gained. The *American* lost.

Share of Market 1950 and 1960¹
(In per cent total newspaper lineage and dollar volume)

	Lineage		Dollars	
Daily	1950	1960	1950	1960
<i>Tribune</i>	40%	41%	50%	50%
<i>American</i>	16	12	13	9
<i>Sun-Times</i>	17	20	15	16
<i>News</i>	27	27	22	25
	100%	100%	100%	100%
Sunday				
<i>Tribune</i>	64%	63%	69%	70%
<i>American</i>	20	13	19	7
<i>Sun-Times</i>	16	24	12	23
	100%	100%	100%	100%

¹Based on Media Records data, and dollar volume estimates by the *Tribune*.

Although there are now only two groups owning the large papers, an attempt is made to separate them all in editorial purpose. The mergers appear to have been based on the economics of publishing—particularly the advantage of getting full use of printing plants by means of printing morning and evening papers under single roofs.

The *Tribune* bought the *American* from Hearst in 1956 "as an investment." Both papers are now printed in one plant. Offices are either in the same building or nearby. Some other facilities (like the round-the-clock classified service) are merged. But editorial operations are completely separate. The *Tribune* is conservative Republican in sympathies, and calls itself "The World's Greatest Newspaper" competing with all other newspapers.

As a Hearst paper, the *American's* image was "sensational"; now it is publishing what R. L. Seidner of the *American* describes as a new "family paper aimed at skilled, craftsmen, and kindred occupational groups that

Figure 3

How Per Cent of Viewers of Different Types Vary for Three Typical Chicago TV Shows*

	Baseball ¹	Great Music ²	10th Hrs News ²
Age of Viewer			
18-24	32	21	37
25-34		27	
35-44	28		25
45-54		52	
55-64	40		38
Education of Head of House			
High School or less	27	28	32
Some College		34	
College Graduate	50		35
Postgraduate		38	
Occupation of Head of House			
Professional	23	33	23
Managerial	16	12	12
Technical		31	41
Skilled	37		
Unskilled	10	9	4
Retired	14	15	20

*comprise 70 per cent of Chicago's labor force—79 per cent of the American's adult male reading audience."

The *News* was purchased by Marshall Field, Jr., of the *Sun-Times* from John Knight in January 1959. First conversations between Field and Knight were concerned with simply printing Knight's paper in the *Sun-Times* plant. They wound up with the purchase. In mid-summer 1960, the *News* staff moved into the *Sun-Times* building, where many circulation and sales functions were merged and editorial was set-up separately in adjoining rooms. The two editorial staffs are directed separately by Marshall Field, Jr. The *News* is the more conservative of the two papers; but both consider themselves independent. The *Sun-Times* was Democratic until 1952 when Marshall

Field, Jr., (now 45 and more conservative than his father) supported Eisenhower.

Smaller Newspapers Community-oriented

The smaller newspapers in the Chicago Metro Complex are oriented to the communities that they serve both inside and around Chicago City. The great suburban growth in the last 10 years has given them a new lease on advertiser interest, and has resulted in the grouping of community papers in several areas for sales purposes—as well as the introduction of the supplement *Suburbia Today* as a vehicle for reaching the community audiences of 42 of the weeklies.

The dailies in the group, in particular, have a dual role of service to Chicago commuters as well as to interests that are more local than Chicago-oriented. The communities in which the smaller dailies are situated are markets unto themselves in many respects: Waukegan (*News-Sun*), Wheaton (*Journal*), Woodstock (*Sentinel*), Gary (*Post-Tribune*), Hammond-East Chicago (*Times*), Valparaiso (*Vidette-Messenger*), and three cities in which the Copley Northern Illinois Group has dailies—Aurora (*Beacon-News*), Elgin (*Courier-News*), and Joliet (*Herald-News*). Also the *Calumet* in Chicago itself. Their total combined daily paid circulation runs to more than a quarter of a million.

In the weekly field there are a very large number of independent community papers, plus several groups that either have combined ownership or have banded together in order to be a more convenient buy for regional and national advertisers. One of the newer developments along these lines is The Suburban Press Foundation, a cooperative research and development program for 36 weeklies. The chains in this grouping include: Barrington Press (three weeklies), Lakeland Publishers (four weeklies), Pickwick Publications (eight weeklies), Star Publications (three weeklies), and Paddock Publications, with 14 weeklies. Its objective is to be, in effect, a Bureau of Advertising for Chicago suburban newspapers.

Another development is the formation this year of Chicago Accredited Newspapers by William Stophlet Advertising, Chicago. This grouping brings together 36 mid-week newspapers managed by four weekly operators: The Southtown Economist Group, The Garfieldian Publications, Peacock Northwest Publications, and Leo Lerner's Chicago North Side Newspapers. This group offers a total press run of more than 475,000 and a group open rate of \$1.80. Chicago North Side accounts for more than 200,000 of this total circulation, and Peacock for more than 60,000. Although this is not competitive with big city daily rates, it is a big reduction from the open rate for buying the newspapers in this group individually (\$4.01), and is a direct attack on two of the community weeklies' sales problems: relatively high cost-per-thousand and multiple buying.

A large number of Chicago dailies can also be purchased with one order by going through Weekly Newspaper Representatives, New York, managed by Warren E. Grieb, who contracts with weeklies all over the United



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States by the year to place advertising with them and handles the billing involved.

Conspicuous by his independent stand among the leading weekly publishers in Chicago is Richard L. Hollister. He has stayed aloof from Mr. Grieb's operation, is not a member of the Chicago Accredited Newspapers set-up, did not join the Suburban Press Foundation, and does not distribute *Suburbia Today*. He has five weeklies with a combined circulation of over 26,000 in some of the best Northern suburbs. Two other important independent chain operators are John Kubick (with a combined circulation of almost 50,000 for his *Life* newspapers in four communities, sold in combination if desired) and Warren Stevens with two weeklies (*Oak Leaves* in Oak Park and *Forest Leaves* in River Forest).

The five-year trend in weekly newspaper circulation in the eight-county Chicago Complex from 1957 to 1961 is indicated by a special tabulation made for MEDIA/SCOPE by Weekly Newspaper Representatives, Inc.

Number of publications listed has grown from 166 to 205, and total combined circulation has gone up from 1.0 million to 1.5 million. Average circulation per listing has risen from 6,102 to 7,460 (a 25 per cent increase). Growth patterns of individual publishers have been affected both by their own ability and the patterns of growth in the communities they serve. In fast-growing Des Plaines, for example, the *Journal* increased circulation 75 per cent in the last five years and the *Suburban Times* by 150 per cent. On the other hand, another well-known weekly, the *Review* in Evanston, an older, more settled community, is at just about the same circulation level as five years ago. In general, the weeklies in Cook County (serving the Inner Ring of Suburbs) and in Lake County (serving the fast-growth Northern Outer Suburbs) have shown the fastest growth — total combined circulation of weeklies up 62 per cent in Cook and up 37 per cent in Lake.

TELEVISION

Battle for Viewers via Local Live Shows

Almost every home with appreciable purchasing power in the Chicago Metropolitan Complex has a TV set. Nielsen, the most conservative estimator for this area (Figure 2) says that 93 per cent of homes had TV as of Jan. 1, 1960. SRDS says that 98 per cent were TV homes as of Jan. 1, 1961. ARB says that penetration is 94 per cent in its 27-county Chicago Survey Area as of March 1961.

Whichever estimate you accept, the figure for TV homes is very close to total homes: in round figures, two

million TV homes in the Metro Complex, plus 400,000 TV homes in neighboring counties reached by Chicago stations. These include portions of Wisconsin in the direction of Milwaukee (the 100 uv/m service contour on WGN-TV's coverage map cuts through the center of that city) and portions of the State of Michigan across the lake toward Grand Rapids.

However, the edges of this broad coverage area are closer to powerful stations in both of these cities. The broadcasters claim at least 10 strong counties. All Chicago TV stations find that signal strength and technical reach is practically the same for all Chicago TV broadcasters, transmitted from towers on top of downtown office buildings (WGN-TV has the tallest, 914 feet above the flat lake shore on top of the skyscraping Prudential Building). The major differences lie in the extent to which each station's programs attract total audiences and types of audiences.

The four stations in the market are:

WBBM-TV, CBS owned and operated, Channel 2, managed by Clark George.

WBKB-TV, ABC owned and operated, Channel 7, oldest station in Chicago (airdated October, 1943), Sterling ("Red") Quinlan as vice president and sales manager.

WGN-TV, Independent, owned by Chicago Tribune Company, Channel 9 (airdated April, 1948), managed by Ward Quaal, executive vice president.

WNBQ, NBC owned and operated, Channel 5, newest (airdated October 8, 1948), managed by Lloyd Yoder.

The result is four, highly competitive, professionally-operated stations with well-known broadcasting titans at the helm of each. Average audience figures of the rating services indicate that in March of this year WBBM-TV had the largest average audience and WGN-TV the smallest, with the other two stations quite close seconds in average audience sign-on to sign-off. However, each of the stations was a clear first at one time or another. Budget and objectives of different advertisers are likely to call for very different selections of individual station, time, or combinations of stations.

WBBM-TV's Programming

WBBM-TV is a top CBS outlet. It features news and public service shows, seeking to maintain an image as a top news station in quality and audience. It has a 28-man news department, sends its own news crews overseas, and makes sure that it has "complete newsmen who have seen for themselves what's going on." Locally it maintains technical crews for sports telecasts, and takes everything the CBS network sends on sports.

It is moving enthusiastically into televised editorials. By the end of this year it will have aired four major editorials, each involving considerable preparation and filming. In these, general manager Clark George delivers the editorial comment himself. A recent and typical subject was the backlog of personal injury cases in local courts, suggesting a need for additional judges. Another was a university bond issue, presented after a month of filming. They run 20-25 minutes on the air.

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Another part of this pattern of quality programming is discussion-type shows, including "At Random," midnight to 5 A.M., a local, live "Open End" type program — also including "Rebuttal," a high-school debate series — also including local specials like a recent report on the problems and progress in the City of Chicago sponsored by Illinois Bell and a "Captain Kangaroo" musical for children sponsored by Certified Grocers.

With this kind of programming, WBBM-TV seeks to build its image as a quality station. It treasures the mail and telephone response that it gets to shows like "At Random" as much as it does the share-of-audience figures, and is pleased with the consistent audience it gets for its low-rated educational show Seminar 61, five days a week (6:30 to 7:00 A.M.).

WBBM-TV seeks to convince advertisers that they need buy only one station. "If you saturate a top station," says Mr. George, "you get better penetration through a single medium." He finds Chicago a good local TV market, with consistent clients like Standard Oil of Indiana, Illinois Bell, and Commonwealth Edison contributing to station dollar volume that exceeds network dollar volume in Chicago. However, national spot sales exceed local spot sales in dollars. For these dollars Mr. George finds "three tough competitors in this town."

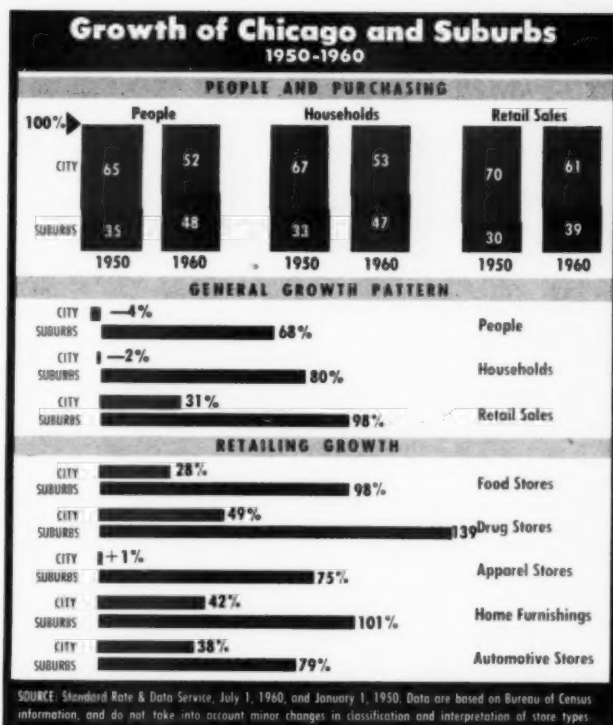
One of these is WBKB-TV, run by one of TV's great salesmen and novelists (the author of "Merger") Sterling "Red" Quinlan, of American Broadcasting Company. His station has had a distinguished record since becoming the seventh TV station established in the United States in 1939, under the direction of John Balaban of Balaban and Katz. During World War II, the station was turned over almost entirely to the Navy Department for naval radar work.

WBKB-TV and Public Affairs

WBKB-TV is especially proud of its record for public affairs broadcasting. It telecast the early Kefauver crime hearings, and more recently arranged for extensive coverage of the Chicago segment of the Senate crime hearings. It hired a transcontinental cable and a station in Washington, D. C. to secure coverage for them. Mr. Quinlan finds that controversy makes good TV; and was pleased to note that in an image study by R. H. Bruskin Associates of Chicago stations, his station was characterized as "the excitement station." He is programming to the younger American, seeking to build long-term audience rapport. The Bruskin report also indicates that among people who hold a favorable attitude toward the station, younger people (the 18-29 group) and those who watch TV most often are predominant.

This station is also seeking to build locally through live programs. It is live from sign-on to 11:00 A.M. And it is developing such local specials as "Is Chicago Defensible?" and "Argonne Revisited" as a regular part of its broadcasting plans.

Network programs are also important to this ABC outlet, especially in the evening. The line-up, for example, of shows over WBKB-TV last winter on Thursday eve-



nings ran from one popular Chicago show to another: "Donna Reed," "Real McCoys," "My Three Sons," "Untouchables." This kind of network programming pays off locally. At present, WBKB-TV does not broadcast in color. However, it is tooled up for it, and can go to color at any time.

WGN-TV's Selective Programming

Although WGN-TV, Inc. is owned by the Chicago Tribune Company, the TV station is completely separate in operation from the newspaper. It has its own sales offices in New York and Chicago, is represented by Edward Petry & Company, and has a 32-man news department that is shared with WGN radio. With no national affiliation or other network relationship, it has secured up to 90 per cent of its dollar volume from national advertisers. Increased emphasis is anticipated in the future on local advertisers.

WGN-TV seeks to build its reputation as a general station, but has met with success by means of selective programming. Emphasis daytime, when it is strongest, is on women's shows, and in the evening it has its own 10:00 to 10:30 P.M. news roundup. It carries a lot of syndicated film, and is heavy in sports, a type of programming where shared sponsorship by national advertisers is important. It can point to a larger share of audience than competitors at the time of broadcasting shows like Big 10 Basketball and Best of Bowling last winter. It has also been unusually successful with children's shows in late afternoon.

It is in its second year of telecasting all home day games of the White Sox and Cubs in color (color sets



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are estimated at 2 per cent of TV homes in the market). It's total color telecasting runs about 23 hours a week (more than half of it sports); one fifth of its programming is in color.

Image of the station has been turned about since August 1956 when Ward Quaal, formerly with Crosley and Clear Channel Broadcasting Service in Washington, became general manager. He stopped all per-inquiry type advertising that the station had been running and turned the station image into that of a general service broadcaster.

WNBQ-TV Stresses Color

NBC's broadcast operations is dual: WNBQ-TV and WMAQ Radio. There is one news department of 25 persons, the network's news operation covering the general Chicago region.

This station seeks an adult audience all week, except Saturdays, when it adds children's shows. During the week it broadcasts no children shows in the late afternoon time slots reserved for this purpose by other stations. It seeks to restrict its programming to the selection of home-maker buying power.

Its management says that NBC network programming has been a big help in building the female audience; and large women's audience is what it features in its sales work.

Public service programming is also a prime consideration for WNBQ, which relates its newscasts to community service. It is proud of "City Desk," a local "Meet the Press" type show, and of "Live and Learn Forum," produced in cooperation with Chicago area universities. It can also point to such shows as "Artists Showcase" (half hour, live, color, featuring the NBC concert orchestra), and "Chicago Showcase," color specials on events like an exhibit at the Chicago Art Institute or the work in drama of Chicago's Goodman Theatre.

About one fourth of what it broadcasts is in color, including all local live shows. Favorite customer for color is Sol Polk, who is himself the nation's largest retailer of color TV sets. He sponsors a commentary in color, 12:05 to 12:10; and the film programs that follow are monochrome with commercials in color. Starting this fall WNBQ-TV is originating a Sunday afternoon live musical in color to the NBC-TV network, "Patterns in Music."

It has a Videotape commercial operation that is doing very well. When an agency wants a 20-second spot, it can turn to WNBQ-TV for production services, especially for color commercials (priced at same level as black-and-white on either Videotape or film). Color commercial making has turned out to be a profitable business in itself.



STATE STREET cuts through Downtown shopping, business, and entertainment area. Clock is on corner of Marshall Field's store at State and Washington. Two blocks to right is Grant Park, and then Lakefront.

RADIO: WHICH AUDIENCE DO YOU WANT?

There is a growing tendency in Chicago to use radio as a selective medium. Many Chicago radio stations are fostering this trend in order to separate themselves from the mass of 32 stations that are competitors.

Four stations are 50,000 watt, AM, clear channel, day-and-night broadcasters:

- WBBM — CBS owned and operated
- WGN — owned by Chicago Tribune Company
- WLS — ABC owned and operated
- WMAQ — NBC owned and operated

Three stations are AM, directional day-and-night broadcasters:

- WIND — Westinghouse Broadcasting Company — 5,000 watts
- WCFL — owned by the Chicago Federation of Labor — 50,000 watts
- WGES — programed 80 per cent for the Negro market currently — 5,000 watts — to be purchased by Gordon McLendon of Dallas if FCC approval is secured.

There are also important daytimers like WAF (Cant Belt Publishers station), WAIT owned by the Miller family), WBEE (directed to the Negro market), WCGO (1,000 watts directional in Chicago Heights), WBBF (250-watt in Cicero), WJJD (owned by Plough, Inc., 50,000-watt) signs on at 4:00 A.M. and off at times varying seasonally from 6:00 to 10:00 P.M. Add to these the stations in nearby communities (including full-timers WJOB in Hammond and WWCA in Gary, Indiana), and

MARKETING EXECUTIVES:

**Do you have
all these facts
about the
key Chicago
market?**

THE Chicago Tribune knows this market—and knows its own audience. It has what is probably the most comprehensive collection of market and media data of any Chicago advertising medium. And it is constantly searching for new facts to make the job of selling Chicago easier, more economical and more profitable for its advertisers.

Shown here is a partial list of the many studies, surveys and reports which are available to interested advertisers and agencies. We welcome your inquiries. Call your nearest Tribune representative, or write: A. W. Dreier, General Advertising Manager, Tribune Tower, Chicago 11, Illinois.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

CHICAGO

Chicago Tribune
435 N. Michigan Ave.
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SAN FRANCISCO

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Chicago Tribune
220 E. 42nd St.
Murray Hill 2-3033

LOS ANGELES

Fitzpatrick Associates
3440 Wilshire Blvd.
DUMIRK 5-3557

DETROIT

Chicago Tribune
1916 Penobscot Bldg.
WOODWARD 2-8422



Market Power: Chicago. Based on 5,666 adult interviews, MARKET POWER is an objective appraisal of Chicago's three Sunday and four daily newspapers in terms of people, purchasers and choice. It shows the audience composition of each paper; coverage of buyers in 39 major purchase classifications; newspaper preference of buyers in each group. A must for efficient media planning in Chicago. 72 pages. January, 1961. No charge.

Chicago Tribune Consumer Panel. Over 700 families keep 36,000 weekly diaries to record more than 1,300,000 separate grocery and drug purchases a year. Regular reports provide a constant check on sales activity and brand movement. This booklet fully describes the operation of the Tribune Panel, the many types of reports issued, and how advertisers can benefit from Panel information. 29 pages. September, 1960. No charge.



1961 Appliance Market Study. Item by item, brand by brand, this new study spells out the purchase history and sales potential for 13 major home appliances. Examines the Chicago appliance market by age, income, education and other breakdowns. Shows who is buying what and indicates what they plan to purchase next. About 200 pages. August, 1961. \$5.00.

Shopping Center Survey. What are Metropolitan Chicago's leading shopping centers? Where are they? This detailed report maps trading areas of 64 top centers, ranks them by traffic and purchases, shows cross competition between centers. 406 pages. March, 1958. \$10.00.



Attitudes Toward Color Advertising. Color adds much more than higher readership and increased attention to advertising. It evokes a wide range of emotional response. This study examines some of the intangible benefits of ROP color on products. 10 pages. 1957. No charge.

Marketing Alcoholic Beverages in Chicago. Metropolitan Chicago is the nation's second-largest liquor market and it poses a unique marketing problem for beer. This book highlights major trends in sales and consumption and provides a useful recap of alcoholic beverage advertising. 72 pages. 1960. No charge.



Gasoline Companies and Their Symbols. What makes a motorist decide on a certain brand of gasoline? What makes him switch? How important is the gasoline company's image and its trademark symbol? This pioneering motivation study explores many areas of gasoline marketing. 153 pages. February, 1957. \$6.00.



Annual Blue Chip Report on Grocery Product Advertising. Nearly \$9,000,000 worth of grocery product advertising—and how it was spent in Chicago newspapers. Here are actual dollar expenditures of top advertisers during 1960. Shows how much was spent to promote each of more than 500 different brands. Special breakdown of ROP color advertising included. 32 pages. July, 1961. No charge.



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14 commercial metropolitan area FM stations (some of them securing as large audiences at certain times as the AM broadcasters).

FM Stations

The FM stations as a group and individually are typical of the trend toward selectivity. By nature they tend to devote themselves to fine musical programming and by natural selection deliver adult audiences. Furthermore, their market is automatically restricted to the portion of radio homes that have FM receivers (estimated at 42.9 per cent in Chicago in 1960). Serious promoters of FM like WFMT beam a highly-controlled type of programming at these set owners. WFMT broadcasts instrumental music exclusively around the clock, and insists that commercials be toned down to match the mood of its music.

Its listeners have a median income level of \$7,300, and are concentrated in the 35-49-year-old age bracket, according to a Pulse survey. Listening peaks in the 6:00-to-9:00 P.M. time segment, among people who apparently prefer to listen to selected music during peak TV viewing hours — so much so that WFMT has developed a "Class A — Class B" rate card that offers reduced rates in hours other than 6:00 to 10:00 P.M.

Claiming high selectivity in the market is WFMT, the "fine arts station," owned and operated by Bernard Jacobs. Programming is 80 per cent classical music, but it also gets into drama (largely BBC recordings), poetry, discussion, folk music, musical comedy, and news. Objective is to be the fine arts radio broadcaster in its market, a quality station with a quality audience. Mr. Jacobs is moving into stereo broadcasting, as he moved into FM, for this reason.

He is also moving in another direction with his fine arts concept, — into publishing. To meet audience requests for program information, he started publishing a *Chicago Fine Arts Guide* as a pocket piece for listeners. The guide grew, became a monthly publication with 25,000 paid circulation (newsstand at 50 cents a copy and subscription \$4.00 a year). It now carries advertising (page rate \$545), plus merchandising advertisements for large WFMT sponsors. This pocket piece will, in turn, be expanded this month into an 8½ x 11 magazine, *WFMT Perspective*, that will carry the guide to fine arts material plus articles and features related to ideas and fine arts.

Other important FM stations are: WCLM of Carol Music, Inc.; WDHQ of de Haan Hi-Fi, Inc.; WEAU of North Shore Broadcasting; WEBH of Buddy Black Broadcasting; WFMQ of Lester Vihen and Associates; WKFM; WNIB; WOPA; WSBC; and WEHS.

AM Also Selective

In AM broadcasting, music is also used as a means of selecting listeners. WLS programs popular music, including rock-and-roll. Result is that it can show a value in teen-age listeners 8:00 to 12:00 midnight in its "Class B" time (40 per cent of its evening audience is youngsters, apparently doing their homework).

WLS, like other 50,000-watters, also goes for the drive audience in the morning (its "Class AA" time is 6:00 to 10:00 A.M. and 3:00 to 7:00 P.M.) and housewives during the day (its "Class A" time, principally 10:00 A.M. to 3:00 P.M.). Significantly this is the pattern of specialization of the "new" WLS, reprogramed only a little over a year ago when ABC took over control of the station from *Prairie Farmer*. The latter had aimed at securing an older audience through farm, religious, and similar types of programs. It plans to maintain a pattern of music, news, and service programs on a consistent basis from now on.

The CBS station, WBBM, which simulcasts in AM and FM, seeks to separate itself by broadcasting live and lively shows during a large part of the day from its seven radio studios. It is live in the daytime all the way to 2:30 P.M. when its first recording is aired. Prior to that time, and in segments thereafter, it broadcasts live music plus informational material (one third of its time is devoted to talk, news, weather, and sports). It employs 30 musicians weekly and has its own staff of nine singers.

It seeks to be first in news — with its own staff of 12 reporters (separate from WBBM-TV) and editorials delivered by general manager E. H. Shomo. It stresses local public service.

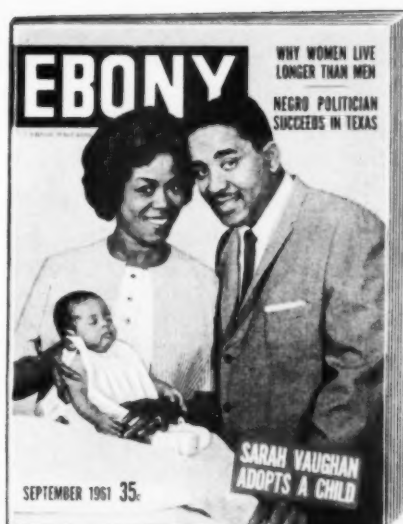
WBBM emphasizes single-sponsor programs. From 7:00 A.M. to 10:00 A.M. Monday through Friday, it has only one 15-minute participating program for spot announcements. Dominating at night are single sponsors who buy in half-hour blocks.

WGN seeks an adult, middle-of-the road image through service, news, and music programming. Its news comes from a large news department that services both the radio and TV stations. Its radio news programs are built around personalities, seeking to build audience loyalty particularly in driving times, when it broadcasts travel information, road conditions, etc. The result is an audience that WGN describes as 90 per cent adult, and "less female than WBBM."

The driving-time audience in Chicago is made up of both white-collar auto commuters going downtown and a large audience of industrial workers driving to work in the plants on the South Side and circling the city. Because there are many different shifts in the industrial plants, driving time spreads between 6:30 and 9:00 A.M. and 4:00 and 7:00 P.M.

WGN Research estimates that eight out of 10 households in Chicago City own automobiles, and that average

(Continued on page 69)



192 ISSUES

and nearly 16 years
later...

EBONY magazine, the most powerful selling force in the Negro market, has successfully continued its original editorial formula to mirror the aims, hopes, and ambitions of America's 10 million Negroes. As a result, national advertisers have invested nearly \$25 million in EBONY's advertising columns, with obviously effective results. Two other Johnson publications, TAN and JET, bring total circulation of the 3 magazines to more than 2¼ million monthly.

Johnson Publishing Co., Inc.

EBONY • TAN • JET

America's Leading Negro Magazines

Chicago • New York • Beverly Hills

**American
Home
has an
edifice
complex**



Some magazines are mad about movie stars. Others flip for fiction. But American Home has a cover-to-cover case on houses — and everything about them. Home service — and nothing but — takes the spotlight in every beautiful issue. In fact, American Home now runs more pages on home service than any other mass magazine. And glamorous pages they are—full of exciting ideas about food, appliances, gardening, decorating, building and remodeling. Ideas such as this before-and-after spread, shown in a recent issue on remodeling. Yes, we're all wrapped up in homes. And so are our 3,750,000 families. What more could an advertiser ask for?

AMERICAN
HOME





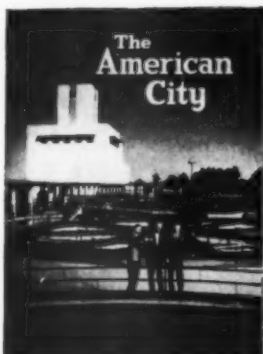
\$615,000,000 for streets alone!

That's the amount local governments spend each year just for street maintenance. Streets are swept, widened, recurbed, repaved...snow is cleared, autumn leaves are hustled away. The officials who buy the necessary equipment are reading the advertising in **THE AMERICAN CITY**. When you advertise in this prime market place for municipal products, you are selling the municipal officials who make all of the decisions to purchase. **THE AMERICAN CITY's** depth coverage ex-

tends into and across the entire equipment market for street maintenance, water works, sewage treatment, traffic control, parks...in fact, just about any product needed for urban areas is advertised in **THE AMERICAN CITY**. For fifty straight years sales-alert advertisers have placed more advertising volume in **THE AMERICAN CITY** than in any other publication in the field. Responsive and buying readers helped them make

this decision. Write for our brochure, "How to Sell the Municipal Market."

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(Continued from page 64)

households outside the city own more than one. Applying the RAB figure for radio equipped cars (85 per cent), this suggests a potential audience of 1.7 million sets in stations in the Metro Complex, 56 per cent of them coming from suburban homes outside the city limits. WGN, like other stations in the market, claims broad coverage beyond the limits of the Metro Complex into a five-state area of 5.2 million households with 4.4 million radio equipped automobiles.

WMAQ is a dual radio-TV operation, with one NBC Chicago area news department of 25 persons serving both radio and TV requirements. It simulcasts all its programs in FM and AM. The image it seeks is that of a quality station, broadcasting fully orchestrated music only, no rock-and-roll, complete news coverage, and such service features as traffic reports. It seeks the adult, higher income listener — with an absence of programing designed to attract teen-agers or children. Actually these elements are screened out by the type of music, news, and public service features that it broadcasts. It adopted this program policy 18 months ago, and finds that it has been successful in increasing audience acceptance.

WIND characterizes itself as a modern, popular music broadcaster. WIND has a long history as one of Chicago's top radio stations. In December 1956 it was taken over by Westinghouse Broadcasting. The program pattern of music now is broken only by public service talk and short newscasts — all of them five minutes except for a 15-minute segment at 7:00 P.M.

Its objective as a leading radio station is to secure coverage that is proportional to the market, reaching into suburban homes, Negro homes, car radios.

Its sales strategy is to suggest saturation in Chicago by means of low-cost radio. It points out that, because different homes and drivers listen at different times of day, reach can be extended considerably by staggering broadcast time schedules. From midnight to 6:00 A.M., for example, WIND says you can build a surprising cumulative reach of 15 per cent of homes in the Chicago Complex. Its rate policy is designed to reflect audiences reached at different times of the day.

WCFL is in the unique position of ownership by the Chicago Federation of Labor — the only labor-owned radio outlet in the U. S. It describes its relations with labor as being primarily a source of income, secondarily as a means of creating good public relations for labor through public service announcements for Chicago charities of all kinds. It is proud of its labor ownership, but programs much like other Chicago stations to develop an image with general mass appeal.

For the most part it seeks a commercial image through sports and disc jockey programing (no rock-and-roll).

WAIT is another station that has recently undergone a change in management which resulted in new programing objectives. Earlier this year, Boyd Lawler (formerly with Ziv Television) became its general manager, and he switched the station from a rock-and-roller to good music, plus national newscasts. The newscasts come through affiliation with Mutual, which delivers newscasts on the hour and half-hour. WAIT carries the Mutual commercials on the half-hour as part of the arrangement, and then sells the other news segment on its own.

The choice of music by WAIT is designed to attract an adult audience through popular album selections, with very little voice for introductions ("no more than 10-15 seconds to introduce a number . . . no personalities"). Broadcasting daytime only at 5,000 watts, Mr. Lawler sells his station as an important, supplemental buy, reaching an unduplicated, loyal audience in the six-county Standard Metropolitan Statistical Area.

Space does not permit a complete description of operations of all of the many radio stations in the market, but this information should give media buyers an idea of the broad opportunities for radio advertising in Chicago. Local retailers are large users of the medium, contributing more than half of total dollar revenue of the local radio stations (in TV, more than half comes from national accounts).

MAGAZINE GROWTH IN SUBURBS

Among other media that are important in the Chicago Market are national magazines. Like city and suburban families in other large centers in the United States, Chicagoans are average magazine readers, and space in national magazines — and in Midwest splits in particular — must count heavily when adding up coverage in Chicago. Four large, general circulation magazines (*Life*, *Look*, *Saturday Evening Post*, and *Reader's Digest*) move more than a million paid copies into the Chicago Complex every issue, and five large women's and home service magazines (*American Home*, *Better Homes & Gardens*, *Good Housekeeping*, *Ladies' Home Journal*, and *McCall's*) move more than three-quarters of a million copies into the area. In an area that houses 3.8 per cent of total U. S. population, both of these groups move 3.8 per cent of their total combined U. S. circulations.

The table (Figure 3) shows how their circulations grew in recent years, and the extent to which growth in suburban counties has outpaced growth in Cook County (which includes Chicago City and the Inner Ring of Suburbs). Figures are not available for Chicago City against the balance of Cook County, but it is reasonable to assume that those publications that show growth in Cook are getting their largest gains in the balance of Cook area, the Inner Suburban growth market.

The importance of magazine splits to advertisers interested in the Chicago market is indicated by the extent to which the Chicago Metro Complex looms as dominant in

(Continued on page 72)





A child learns to read—and suddenly an exciting new world begins to open. It starts slowly. *Mother. Friend. Lucy.* Then a few words are strung together like brightly colored lights. *I love candy. Throw me my red ball. I have a puppy.* Then the words get bigger, and the sentences longer, and the ideas more complex. *The square of the hypotenuse equals the sum of the squares of the other two sides. Those who deny freedom to others deserve it not for themselves. All the world's a stage, and all the men and women merely players.* The child grows. And the mind grows. And the world grows with it. ■ Reading is one of the most vital forces in our lives. It can open up a hundred new horizons. It can tilt the balance in the struggle for men's minds. It can give us hope, and courage, and sustenance and make us weep, and laugh, and think, and pray. Reading is the mainstream of the world we live in. Now, in the new Saturday Evening Post . . . suddenly reading becomes a new adventure!



CHICAGO The Market and Its Media

(Continued from page 69)

NATIONAL MAGAZINE CIRCULATION IN THE CHICAGO AREA				
AMERICAN HOME	BETTER HOMES & GARDENS	GOOD HOUSEKEEPING	LADIES HOME JOURNAL	McCALL'S
Cook County				
Suburbs				
Total				
LIFE	LOOK	SATURDAY EVENING POST	READER'S DIGEST	
Cook County				
Suburbs				
Total				

the entire East North Central Region (Illinois, Indiana, Michigan, Ohio, and Wisconsin). Chicago Metro Complex population comes to almost one fifth of combined East North Central population. Although Midwest splits of the magazines are far from uniform, it is clear that Chicago circulation is very important in these buys. *TV Guide* has a Chicago market split that can be bought separately; it distributes close to 300,000 copies an issue in and about Chicago (185,000 in the Metro Complex). And the recent announcement that *Family Circle* will match its splits to Nielsen market breaks (including a Chicago market separation) adds further significance to the use of magazines to reach Chicago households.

Penetration of a single magazine into primary households (not taking pass-along circulation into account) runs as high as 22 per cent. It is, of course, much higher if pass-along conversion factors can be applied.

MEDIA FOR ETHNIC GROUPS

Chicago has been a melting pot for decades. Into it have poured nationals from almost every country in Europe, and now the influx is dominated by Negroes moving in from our own South. The importance of foreign-language media is fading as second and third-generation Americans drop the tongues of their ancestors, but there are still media to match practically every language of Continental Europe: Polish, German, French, Spanish, Swedish, Finnish, Czechoslovakian, Lithuanian. Coincident with the dwindling significance of foreign-language media, importance of Negro media has grown. In the field of radio, this has resulted in a gradual shift in programming over ethnically-oriented stations from foreign-language broadcasts to broadcasts aimed at Negroes. Several stations carry both, with the emphasis either shifted or shifting from mid-European language broadcasts to Midwestern Negro broadcasts.

A radio station of this kind at the present time is WGES, operated by John A. Dyer, for many years prominent in specialty broadcasting in Chicago. He programs

his station approximately 80 per cent for Negroes (more than 100 hours a week of Negro programming). Approximately 80 per cent of business comes from advertisers wanting to reach that market directly. However, subject to FCC approval, WGES will be sold to Gordon McClendon of Dallas, whose other radio stations are not beamed at Negro markets, and the WGES image may change if the sale is approved.

Mr. Dyer finds that most of his business comes from advertisers of over-the-counter merchandise (cosmetics, food, beer, etc.), not from institutional campaigns. Typical sponsors are Wrigley, Lucky Strike, Coca-Cola, Miller High Life, Arrid; 54 per cent of the business is national.

A 100 per cent Negro-programed station is WBEE, owned by Continental Broadcasting, Inc. Departures that have become the core of WBEE's Negro programming, as described by Harry Wilber, its general manager, are:

"Talk has been increased 500 per cent; some two hours of news and sports has been added to the schedule. All announcing personnel are Negro, but are completely without accent or idiom. Live programming and audience participation is planned and encouraged whenever feasible."

There are several other Negro radio broadcasters that should be considered in any program designed to reach the Negro market. Space does not permit going into detail on all of them (the WBEE and WGES operations are examples) but prominent in the group are: WOPA, Oak Park, Ill., a Sonderling station, broadcasting both foreign-language and Negro programs; WSBC, a shared-time station, airing both foreign-language and Negro broadcasts; and WAAF, an interracial broadcaster, a jazz station, featuring White disk jockeys like Marty Faye and Negroes like famed athlete Jesse Owens.

Two important Negro market newspapers are the *Chicago Defender* (print spokesman for Chicago Negroes) and the *Chicago Courier* (part of the Pittsburgh chain of Negro weeklies).

The *Defender* (circulation daily 21,000), now owned and published by John H. Sengstache, was founded in 1905 by Robert S. Abbott, a Negro race propagandist whose objective was originally to reach Negroes in the rural South with a message designed to get them to come North. As the name implies, the paper was originally a protest organ, but the image that it seeks now is that of a daily newspaper with special interest for Chicago Negroes. Circulation is 95 per cent Negro. There is both a *Daily Defender* (mornings, Monday through Thursday); and a Metro Area paper, but 85 per cent of the circulation is in Chicago City, where — in addition to a section of Evanston — the Negro population is concentrated. In addition, there is a Saturday week-end edition with a paid circulation of more than 37,000 that goes on sale Fridays. Consideration is being given currently to adding a national supplement to the week-end. Advertising revenue is 60 per cent national.

Ebony magazine gets good acceptance among Chicago Negroes. Chicago City circulation — almost all of its circulation in the Chicago Metro Complex — was 40,385 in November 1960. Newsstand sales accounted for 40



CONDUCTED IN CONSULTATION A.R.F.
 "Who Buys What in Chicago Now" is the only Chicago study that provides an accurate, up-to-date picture of brand and store choices related to consumer profiles.

Massive new study pinpoints who buys your brand in Chicago!

Gives you important marketing facts and sales strategy information you can get nowhere else

WHAT KIND OF STUDY IS IT?

"Who Buys What in Chicago Now" is brand-new, big, exclusive. A continuing Home Audit designed to keep you abreast of the fast-changing, growing Chicago market. Helps you beam your advertising to the right people through the right consumer information.

HOW DOES IT DIFFER FROM OTHER STUDIES?

It goes beyond your sales and share of market figures. Tells you *who* buys your brand—and who buys your competitors' brands—by age, sex, socio-economic group, race and nationality. Tells you where you're strong. Where you're weak. Gives you a continuing check on how your promotions and campaigns are clicking—and with whom.

WHO SHOULD USE IT?

Any manufacturer or retailer selling food, apparel, appliances, home furnishings, cosmetics, drugs, toiletries, automobiles, gasoline, oil, tires, batteries, cigarettes, or alcoholic beverages in Chicago.

WHAT IS THE SAMPLE?

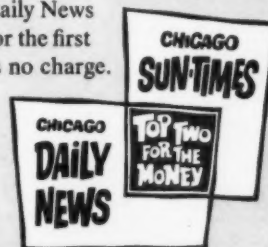
It's Chicago's largest. 6,000 area homes are sampled annually, 1,500 homes quarterly. It's accurate. Audit is taken right in the home, by a trained interviewer. No relying on a panel member's diary. It's impartial. The only Chicago study of its kind made in consultation with the A.R.F.

HOW OFTEN ARE REPORTS AVAILABLE?

Quarterly. If you want special information, our research department will supply it—any time—for the small cost of sorting the IBM cards involved.

HOW DO YOU GET THIS STUDY?

Exclusive quarterly reports are available only through your Sun-Times and Daily News representative. Ask for the first one right now. There's no charge.



CHICAGO SUN-TIMES CHICAGO DAILY NEWS

Copyright 1961, Field Enterprises, Inc.

CHICAGO: 401 N. Wabash Avenue, Whitehall 3-3000
NEW YORK: Time and Life Bldg., Circle 6-1919
DETROIT: Buhl Bldg., Room 1026, Woodward 3-0930
ATLANTA • LOS ANGELES • SAN FRANCISCO
 Sawyer-Ferguson-Walker Co.
MIAMI BEACH: Hal Winter Co.



CHICAGO The Market and Its Media



LAKEFRONT of Downtown Chicago shows proximity of business to pleasure areas: boat basin, beaches, Meigs Airport for light planes, Grant Park, and sports and arts centers.

per cent of this distribution. With a Midwest edition of 200,000 circulation, that means that one fifth of it goes into Chicago City.

As mentioned earlier in this report, media splits are another means of pinpointing advertising to the Negro market. Outdoor and car cards can be used specifically for this purpose. A South Chicago split of a general daily newspaper would inevitably cover a good part of the Negro market in addition to other elements of the population. Actually, any general medium that has mass coverage in Chicago City is reaching a valuable portion of the Negro market, because of the relatively high — and still growing — proportion of families that live in Chicago City that are Negro.

Chicago City in 1960 housed more than 812,000 Negroes (23 per cent of Chicago City total population). In 1950, Negroes represented only 15 per cent of Chicago City population, — a Twentieth Century phenomenon, growing from less than 2 per cent in 1900. Negro media now claim more than a million Negroes in the total Chicago area, with the largest concentration of Negro market still in the South Side, the part of Chicago City from which it has been expanding principally into West Chicago.

The Negro segment of the market is large, growing, possessed of considerable potential, and currently active. However, Negroes are just one phase (albeit an obvious growth factor) in the total Chicago market, which shows

signs of continuing to develop in total market potential and varied media usage as described in this report.

MEDIA FOR THE MOBILES

Outdoor, Transit, and Terminal

Chicago is an interesting market for outdoor, transit, and terminal (air, rail, and bus) advertising. In the Metro Complex of 2.1 million families there are 2.1 million private automobiles in addition to extensive public transportation.

General Outdoor is the dominant operator in the medium throughout the metropolitan area. They offer standard 24 and 30 sheet Poster Showings in a range of intensities for 6-county Metro Market or for individual County Markets. Showings are tailored to match advertisers special requirements (automotive, liquor, food, retail outlet coverages) or other socio-metric characteristics upon request.

In 1962 the alignment of General Outdoor #100 Poster Showings will be revised to break along county lines and for the six county unit as shown in the following table:

	Number Posters	Number Households	Daily Effective Circulation
		(000)	(000)*
Cook County	220	1,645	3,244
DuPage County	20	98	138
Kane County	20	64	129
Lake County	16	86	110
McHenry County	10	27	25
Will County	14	58	94
Metro Six Counties	250	1,978	3,312

* Traffic Audit Bureau; 1962 projected, daily effective circulation. Hammond, Ind., market sold individually.

Painted Bulletins, with or without embellishment, through all stages of animation and special effects, to the full light, color, and action of electrical spectacular displays are also produced and maintained by this company. In its illuminated, traveling spectacular bulletin program each display is rotated every 30 days. Sales, creative and merchandising services are available.

Competition for the outdoor advertising business in Chicago comes from several other outdoor advertising organizations. Prominent among these is Triangle Outdoor Advertising Co., which offers illuminated painted bulletins exclusively. With over 400 units in the market in a wide range of sizes (12 by 48 feet to 20 by 60 feet). Triangle Outdoor designates some of them as Spectacular and many of them as three dimensional. Advertisers can buy Triangle locations either on a permanent or one to three-year basis. Approximately 60 per cent of their business comes from national advertisers.

Rotary plans of four kinds are offered by Triangle Metropolitan (a series of semi-spectaculars at key intersections in the city itself); Peripheral Suburban (a series in the suburbs just outside the city); City-Perimeter Combination; Ethnic Area (a series in non-White market areas within Chicago City). Number of bulletins required for a typical rotary plan in order to get a full showing is

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, October 1961



Keeping up with the Kimmelhochs—

Art Kimmelhoch is a farmer, ag school graduate. He has doubled the 160 acres left him by his father. His field crops come up earlier and greener. His livestock brings the highest prices. His farm plant is well kept. His house is new, air conditioned. He gets to Florida every winter, and has a daughter in an Eastern prep school.

Your farm is next door. How do you keep up with Kimmelhoch? Well, you start by paying a lot of attention to **SUCCESSFUL FARMING**. Kimmelhoch does! So do most of the really prosperous farmers.

Because every issue has information on markets, methods, machinery and materials—that save work, increase yields, lower costs, help the farmer earn more. His land allotment, barn layout, fertilizer application, materials handling, herd size, equipment purchases, prices, taxes and profits next year will depend to some extent on what he learns from SF this year. This magazine means money in the bank! It is not merely read—but studied, filed, referred to again. And it also helps the farm family live better.

And after fifty-eight years of service, SF has earned a respect and confidence unmatched by any other medium; and a degree of influence reflected in its very high readership, and the reception and response of its readers to advertising.

SF subscribers average holding is more than 300 acres; and their average farm cash income is about 70% above the national farm average—represent one of today's choicest class markets.

If you want your advertising to sell something, put it in **SUCCESSFUL FARMING**. And ask any SF office about the twelve new State & Regional editions!

SUCCESSFUL FARMING . . . Des Moines, New York, Chicago, Atlanta, Boston, Cleveland, Detroit, Los Angeles, Minneapolis, Philadelphia, St. Louis, San Francisco.





CHICAGO

The Market and Its Media

12 (for Perimeter Rotary), with the advertiser getting three changes in location a year.

Federal Sign and Signal is in the electrical advertising business, including the construction of painted, illuminated bulletins and spectaculars. The giant Motorola sign on Chicago's outer drive is a Federal construction. Federal is best known as a maker of giant signs of this kind.

Others in the market include: Beverly Sign Company (painted bulletins, spectaculars, and with a reputation for large, painted wall signs), and three companies with six and three-sheet poster services—Briggs Outdoor Advertising, Sullivan Outdoor Advertising, and United Signs.

Now being added to these outdoor advertising opportunities is the Shopping Center Network, recently announced by National Advertising Company of Bedford Park, Ill. The company is a subsidiary of Minnesota Mining and Manufacturing that has secured exclusive rights to outdoor display advertising in major shopping centers. Its displays are signs attached to the light standards in shopping center parking areas. In Chicago it will display in 14 centers, with 51 displays per market showing. In this market, it claims coverage of 1.3 million families making 3.8 million shopping trips a month.

Transit's Mass Audience

Transit advertising in Chicago has for years been the province of Chicago Car Advertising Company which offers its space for both City and Suburban coverage.

The City services include the Chicago Transit Authority's elevated and subway lines and its surface system, plus the Illinois Central suburban electric system. Collectively they have over 4,500 vehicles in daily service, all of them C.T.A. equipment except the 280 Illinois Central cars. All vehicles carry inside car card displays while C.T.A. buses are equipped for standard outside poster displays on the sides, front and rear. One, two and three-sheet posters are available on passenger platforms of subways and elevated and Illinois Central electric stations.

Suburban Services include six bus systems and commuter trains on the Chicago, Milwaukee and St. Paul and Chicago and Rock Island railroads. Chicago's commuter trains alone carry 300,000 riders daily to or from the downtown "Loop" area, while the Transit Authority reports that it carried 535 million revenue riders in 1960. Adding transfer riders, passes and other free riders brings this total, says Chicago Car Advertising, to approximately a billion riders a year.

According to Chicago Car Advertising, during World War II and in the early post war period (when gasoline and autos were relatively unobtainable) the rider load on

Chicago's public transit was inflated; and since then has fallen off — affected also by fare increases which took their toll of short rides. Total rides was 36 per cent less in 1960 than in 1950, but approximately the same number of individual persons were represented in the rider load.

The result is that Chicago Car Advertising shows a total audience for its complete service in average monthly rides (NATA figure for December 31, 1960) 93 million rides. This breaks down currently for major segments of the service as follows:

Complete City Service	87,416,470
Suburban Bus Lines	2,546,680
Suburban Commuter Trains	2,746,406
Complete Service	92,709,556

Most people ride both ways when they use the public transportation service, and many of them are at least five-day-a-week travelers. The Chicago Transit Authority figures for total riders on its services daily is 1 million different riders taking 1.7 million rides. These include at least 1,300 riders who park their cars at five park-and-ride facilities located at elevated stations on the way into Downtown Chicago from the suburbs.

Most national and regional advertisers buy the city circulation as a whole, but splits are available (localized to the buses emanating from 12 different garages). Largest users of splits are local advertisers.

Terminal Advertising Aimed at Commuters

The other important terminal advertising service in Chicago is Transportation Displays, Inc. TDI poster locations and average number of monthly riders on and off trains at terminals are:

	Monthly Riders On and Off Trains
North Western Station	1,988,880
Union Station	1,684,890
La Salle Street Station	903,240
Dearborn Street Station	132,540
Van Buren Street Station	812,700
Randolph Street Station	1,050,060
Greyhound Bus Terminal	327,060
Total	6,989,790

This traffic, according to TDI, is mostly commuters (running as high as 85 per cent commuter at Union Station and higher than that at the North Western depot). It sells its commuter audience as high-income, executive, home owning, car-owning, 71 per cent male, 99 per cent adult.

Two other important services designed to reach Chicago's restless population should also be considered. One is Bus Advertising Company, which covers the South Suburban Safeway Lines in Harvey, Illinois. The other is Ray Vickerstaff Advertising Company which handles advertising in the 90 buses of the Gary, Indiana Transit organization. They add local service in two important segments of the Chicago Metro Complex.

Media/trends

An audience portrait of five radio stations in as many different markets is the result of a new Politz study using a new method.

"Portrait" shows kinds and numbers of listeners to each station during an average week; where and when during the broadcast day they listened; listener breakdown by sex, age, and socio-economic status; and listener awareness of station quality in terms of programming and service.

New method involved study of a universe including each station's entire "comprehensive coverage area," study of individuals rather than households, measurement of listening wherever it occurred, and reporting time of listening by nine different time periods chosen to be "most useful to advertisers and agencies."

Stations studied are WGY, Albany-Schenectady-Troy; WBEN, Buffalo; WJR, Detroit; WTIC, Hartford, and WTMJ, Milwaukee. All are represented by the Henry I. Christal Company.

Regional radio networks have long offered geographic flexibility similar to that provided by the growing number of magazines publishing sectional editions. Now one network, CBS Radio Pacific, goes further, offers its own version of the "split-run," plus three run-of-schedule packages providing different types of audience composition.

Dubbed "News/Dimension," the plan involves some 81 news and information programs each week.

For a package delivering 66 per cent women and 29 per cent men in these areas, ask for "Weekday." "Weekend" will give you an audience that is half male, half female. "Total Week" combines both packages.

Seventy per cent of the Associated Business Publications members answering a recent survey say they expect advertising income for the second half of 1961 to equal or exceed that of the 1960 period. Slightly more than half of the publications replying expect page volume to be equal or better, too.

But industrial space buyers point to the present outbreak of rate hikes

and warn that many advertisers are not raising their budgets accordingly.

Rates are going up in other media, too. But according to an analysis by The Katz Agency, the rise in spot television rates is leveling off. Taking a sample of 50 top market stations, the representative firm found prices for 12-plan daytime minutes 1.3 per cent above 1960 rates. The 1960 increase over '59 was 12.3 per cent.

Nighttime rates for half-hours are up two per cent this year, against the 7.6 per cent increase registered be-

tween 1959 and last year. And average one-time rise for nighttime 20's is 6.3 per cent this year, against an 8.6 per cent climb in 1960.

But some agency men see a new rate boosting factor in spot's future. It's the FCC's crackdown on too many commercials.

Problem is aggravated by rash of products promoted by network announcement carriers carried by affiliates. To soften charges of over-commercialization, some affiliates are expected to cut number of time slots available for spot buys.



it takes LOCAL SELLING in the LOCAL NEWSPAPERS

to reach the
TOP-BUYING
metropolitan
**GARY-HAMMOND - E. Chicago, Indiana
MARKET**

*For complete, resultful coverage of this quality
market . . . any combination of newspapers
must include THE GARY POST-TRIBUNE and
THE HAMMOND TIMES*

<p>POPULATION: 584,000 <small>(ranking 30th in the nation)</small></p> <p>HOUSEHOLDS: 169,300</p> <p>E. B. I. 1960: \$1,251,031,000 <small>(ranking 46th in the nation)</small></p> <p>E. B. I. PER HOUSEHOLD: \$7,389 <small>(ranking 54th in the nation)</small></p>	<p>RETAIL SALES 1960: \$726,443,000 <small>(ranking 47th in the nation)</small></p> <p>FOOD SALES: \$200,051,000</p> <p>AUTOMOTIVE SALES: \$103,806,000</p> <p>DRUG SALES: \$25,385,000 <small>Source: Sales Management</small></p>
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reach it . . . SELL it LOCALLY through:

THE GARY POST-TRIBUNE • THE HAMMOND TIMES

121,216 COMBINED CIRCULATION ABC 12/30/60
represented by Burke, Kuipers & Mahoney, Inc.

Hot history, served with verbs and inventory

THERE'S AN AP radio wire in our newsroom. Ditto UPI. And a UPI newspaper wire. Ditto AP. And AP photofax. And UPI film service.

We have a direct wire to U. S. Weather. And a Collins weather radar. We subscribe to the Krick weather service.

We're on the CBS Net Alert. We get CBS radio and CBS tv news.

We have two mobile radio units, eight telephone and portable tape recorders, one Ampex VTR, an assortment of still cameras, movie cameras, and an Oricon sound-on-film camera. We have a darkroom, equipped to process still and movie film. That's inventory.

Verbs are supplied by one director of news services, two tv newsmen, three radio newsmen, one newsman on special assignments (legislature, political campaigns), one sports director, one sports assistant, one basketball play-by-play reporter, one farm service director, one farm editor, one farm reporter, one farm scholarship assistant, and a full-time weather consultant. We have one sports, and three general, photographers. All those CBS foreign correspondents and cameramen in 52 countries are really on our payroll too. And we have 65 part-time Eastern Iowa news and picture correspondents.

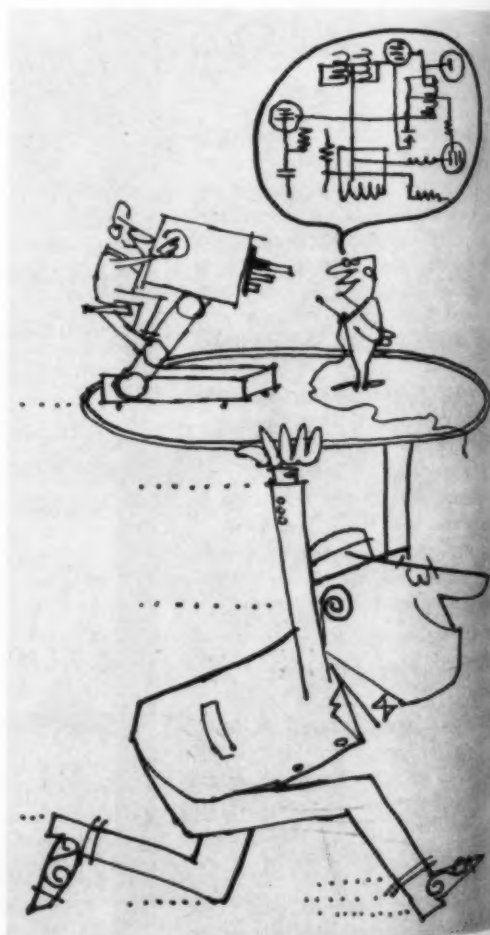
We deliver history hot—from eye-witnesses or with the total recall of tape and film—to Eastern Iowa's well-informed, articulate, literate, and, if we may say so, well-

heeled population. Our part, that of electronic link between event and perceiver, is to provide equipment and verbalizers—the best we can get—worthy of our audience. We haven't once changed the course of history. Only products.

The WMT Stations

CBS Radio and Tv for Eastern Iowa
Cedar Rapids—Waterloo

Represented nationally by The Katz Agency
Affiliated with K-WMT, Fort Dodge;
WEBC, Duluth



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Agency Problems and Procedures in BUYING SPOT TELEVISION

A review of 22 areas of problems, procedures, and frequent perplexity that the time-buyer must ponder in purchasing a schedule.

This review of agency practices in buying spot TV is offered as a refresher for the experienced buyer and as an overall view of the operation that may be helpful to newer personnel. It might be of interest, also, to print buyers, who may want to know more about how the other half works.
—The Editor.

AMERICAN ADVERTISERS last year invested about \$603,560,000 in national and regional spot television. The buying of this vast amount of television time is a complicated business that demands ingenuity, quick decisions, and intelligent cooperation on the part of agency buyers, TV representatives, and the stations involved. The paragraphs that follow are a review of these processes.

First, and basically, what is spot? There has always been some confusion about the meaning of spot television or radio, so a definition may be desirable.

MEDIA/SCOPE's "Dictionary of Terms Useful to Buyers of Advertising" defines it this way:

"SPOT—1. In relation to time buying, the purchase of time on a market-by-market, non-network basis, either for spot announcements, local live programs, or for a syndicated film program. The use of spot or 'localized' time, is called a spot campaign. 2. In relation to commercials, a spot is an announcement placed between programs. To be distinguished from a participation, which is an announcement within a program."

Edward Petry, of the representa-

tives firm, says it's a "market-by-market buy of non-network time on individual stations of your selection. The programming in this time is originated and controlled by these stations and affords the option of various kinds of exposure and varying amounts of advertising pressure whenever employed. The essence of spot television is flexibility."

Flexibility a Characteristic

The meaning of spot television used in the present study is the medium

SPOT TV...

used on a market-by-market basis. Spot television is a very flexible medium. Assuming that the time periods are open—that some other advertiser isn't already in there—you can buy one, or 50, or more spot announcements a week, for one week or 52 weeks, in one market or in 326, adjacent to any type of program on the air.

Length of these announcements can vary from eight to 10-second ID's, to 20-, 30-, 40-, or 60-second announcements between programs, or 60-second participations within programs. Longer commercials are acceptable within sponsored shows of appropriate length. Also, many independent stations offer 10- and 20-second participations within programs.

Spot's use has been equally flexible. It has grown from a \$397,606,000 business in 1956, when 441 stations reached a weekly cumulative audience of 33,696,000 homes between 6 P.M. and midnight, to 1960's volume of \$603,560,000. It pumps revenue into 515 stations reaching a 42,759,000 home weekly cumulative audience in the same time period. By January of this year, there were 527 commercial television stations on the air.

Uses of the Medium

Television Bureau of Advertising lists these different uses of the medium: to meet competitive changes, fit local tastes, extend network coverage, launch seasonal campaigns, test copy, stimulate dealer support, improve frequency, bolster weak markets, select specific audiences, and to introduce new products.

In fact, the plethora of new products turned out in recent years has coincided with the startling growth in use of spot. It has been a major means of meeting the need to hit specific markets on specific dates, as individual new products are first test marketed, then introduced regionally, or even market by market.

TvB further suggests different uses stemming from flexibility. Spots can be tailored to almost any marketing situation:

"Different times of day yield differ-

ent segments of the total television audience: men, women, teens, children, or the family together.

"Different seasons of the year have different product sales curves, require flexible TV schedules.

"Different markets of the nation fit different distribution patterns, requiring different degrees of advertising pressure.

"Different sizes of budgets require flexibility in the amount of advertising weight purchased at one time, expended against specific markets.

"Different copy approaches demand different commercial forms to most

efficiently convey the message.

"Different competitive products require the ability to overspend in one market and underspend in another at the same time.

"Different price structures require flexibility to feature different prices in different markets at the same time.

"Different product distribution patterns need advertising that can expand from market to market as distribution grows.

"Different network audiences in different markets call for added advertising weight in some, less in others.

22 Areas of Problems In Buying Spot TV

1. Characteristics of spot TV.
2. Agency must be geared for speed.
3. Marketing objectives considered.
4. How much will be spent?
5. Purchase quota based on message weight.
6. Gross rating points and how used.
7. Differences in station coverage and what causes them.
8. Use of area ratings.
9. Maximum reach for money.
10. Working with the representatives on availabilities.
11. Prime time and fringe time.
12. Length of commercial and type of copy.
13. Tailoring schedules to products.
14. How the representatives work.
15. Rating services and their products.
16. Costs of availabilities.
17. How discounts vary.
18. Lack of uniformity in rates.
19. Cost efficiency of availabilities.
20. Massive paper work involved.
21. Current trends in use of spot.
22. Long-term trends.

"Different seasonal weather patterns change the value of different markets from time to time, or season by season, require equally changeable advertising.

"Different frequency requirements need advertising flexibility that can pile up frequency when and where required.

"Different market tastes require the ability to fit each message to the taste of its own market.

"Different market availabilities require advertiser flexibility to select the best of the availabilities in each market."

Speed Required on Part of Agency

To take advantage of spot's flexibility, an agency must be geared for speed in order to seize new opportunities as they come. In spot, what is available today, in any particular time period on any given station, may not be there tomorrow or an hour from now.

In fact, the more valuable the time slot or availability, the more likely it is that it won't be there tomorrow. Because, if it's valuable to one advertiser, it's also valuable to other advertisers.

A Hypothetical Spot Buy

To show why this is so, let us consider a hypothetical spot buy.

After the research is in, and a product's marketing plan has been written, rewritten, and finally approved, chances are good that one or more of the differences mentioned above makes that product—call it Product X—a candidate for spot.

Suppose that one of the differences is in the product's distribution pattern—present and planned. Right now it's a regional product, with a fair share of market in the Northeast and North Central states. Eventually, the advertiser hopes to sell it coast-to-coast.

For the next few years, the objective may be not only to raise profits where Product X is already on supermarket shelves, but also to extend distribution into nine Southern states.

But, prudence may dictate that for the next six months the target may be to get a foothold in only two of those states, Kentucky and Virginia, adjacent to states where the product is already in distributors' warehouses.

In some agencies, buyers are given a budget for each market, or dollar quota, perhaps based on last year's sales, or perhaps on sales goals for the period the budget is to cover, say six months, or a year.

Message Weight

In other agencies, buying begins with a purchase quota for each market. This is the number of announcements that will deliver a predetermined amount of message weight to each market. This message weight is a function of the estimated rating of each announcement and the average frequency with which it will be seen by those who view it.

Ways of expressing message weight, as well as means of arriving at it, vary from agency to agency. In some cases, different buyers in the same agency will use different means to arrive at these goals, depending on the way individual clients want the job done.

For some buyers, the target is given in terms of gross rating points. This, again, is a predetermined number of total audience impressions to achieve in each market.

One rating point, for example, is achieved when one per cent of all TV homes in a given metropolitan area has its sets tuned to an announcement. Fifty gross rating points per week, to take a round number, can be attained by using two announcements in time slots with ratings of 25; or with five slots per week with ratings of 10 each; or any other combination adding up to 50.

But with two high-rated announcements, the advertiser is likely to reach more people once during one week, that is, come closer to reaching 50 per cent of the TV homes in the market at least once.

The five lower-rated announcements almost always will hit fewer different viewers. But more of these same viewers will see the commercial twice in

one week. Some may see it three times. Of course, it's physically possible for a determined viewer to see it all five times.

The buyer's task in this example is to find and buy the number and combination of availabilities—unsold time slots—that will achieve the objective of 50 gross rating points per week.

If it were possible to find one availability in Richmond-Petersburg with a rating of 50.0, an announcement in that period would actually reach half of the 115,300 TV homes in the central city area. But such availabilities are rare.

So the advertiser has to use two or more time slots, and generally the more he has to use, the smaller his cumulative audience. That is, he reaches fewer homes and viewers, but achieves greater frequency of contact with more of those who are reached.

The buyer's target may be expressed in terms of a set number of gross rating points, because it's a percentage offering a common denominator for all markets to be used, regardless of size. But what most advertisers want is the most homes for the least



SPOT ANNOUNCEMENT DISCREPANCIES are troublesome to agencies. This graphic presentation of such discrepancies uncovered by his agency alone was made by Thomas A. Wright, Jr., vice president in charge of media, Leo Burnett Company, before a board meeting of the Television Bureau of Advertising. The topic of Mr. Wright's talk was "How Station and Agency Can Work Together to Increase Operating Efficiency and Reduce Cost and Man-hour Waste."

SPOT TV...

money. And some agencies do define their goal as number of home impressions per market.

Rating service information will also tell the buyer the average total number of homes reached by a station during a quarter-hour, but based on the total area served by that station. However, the FCC did not create all stations equal. Reasons for this inequality of reach will soon be evident.

Therefore, in order to compare competitive stations serving the same market (but, different in total areas) data from the rating services tell the buyer the share or percentage of all sets in use tuned to a station during the quarter-hour, but only within the limited metropolitan area or central city area where physical capabilities of each station's reach are generally equal and comparable.

In counties beyond those boundaries, a station is simultaneously reaching additional thousands of homes.

These additional homes, because of the inequalities mentioned above, may not be predominantly in the same areas or directions from the central city as the additional homes reached by that station's competitors situated in, or near, and serving the same city or metro area.

Differences in Coverage

Here are some of the reasons for inequality of coverage which have nothing to do with program popularity:

Basically, a station's physical coverage depends on its tower height, power (wattage), and, most important, its channel, or dial position. Most of the first stations in the best markets long ago were assigned to the low band channels—from 2 through 6. These channels generally send a better signal farther than channels 7-13, other things being equal.

Thus, UHF (ultra high frequency channels beyond 13) stations have difficulty competing in mixed areas against the VHF's (very high frequency) in happy possession of the channels between 2 and 13. This is only one inequality, and it occurs



BROADCAST ASPECTS of a media problem being discussed by media research group at J. Walter Thompson. This group provides basic information to the senior buyer to help determine television buys. Left to right are Helen Colton, research analyst; Mario Kircher, senior time buyer; Ivan Dunne, supervisor of media research unit; Lucian Chimene, broadcast coverage analyst; and Paul Green, media research director.

only in some markets, the mixed ones, with both kinds of stations. Other areas have been designated by the FCC as all-VHF, or all-UHF.

Some of the other factors that make the difference in some markets are:

- Outright channel interference, where coverage areas of two stations assigned to the same channel, but transmitting different programs meet, or overlap. This, however, is relatively rare, because of FCC mileage separation requirements.

- The reverse situation. Here, signals of stations assigned to different channels, but broadcasting the same program, usually because both are affiliates of the same network, may overlap, steal audience from each other in the overlap zone.

- Incompatible adjacent channel, or side-band interference, in areas where adjacent channels overlap. In certain areas of New Jersey, for example, Channel 3 from Philadelphia can cause distortion of signals riding channels 2 or 4, out of New York. And vice versa.

- Mountainous terrain, which may prevent line-of-sight TV signals from reaching homes on the lee slope of

even a nearby mountain.

- Some stations will have towers, translators, or satellite stations, located on mountain peaks to compensate for this. Other stations in the same market may not.

- Some stations, even on flat terrain, will have such booster or repeater stations to carry their signal farther. Other stations in the same market may not.

Area Ratings

To adjust for differences between a station's comparable metro or central city area rating and its non-comparable number of total homes reached in various directions from the metro area, some agencies make arbitrary adjustments when selecting stations. One way is to calculate an "area rating."

The area used might include all counties, 25 per cent (or some other arbitrary "cut-off point") of whose homes are reached by all stations in the market at least once a week.

Once the area is determined, the area rating for each station can be computed by dividing the number of

homes the station reaches during a quarter hour (or other time period) by the number of homes in the counties used. This is just one system. In setting coverage objectives, some agencies give their buyers a goal in terms of number of minute announcements per week in each market, depending on number of stations.

For example, assuming prime time availabilities are open on all stations, seven announcements per week at 9:00 P.M., generally the maximum viewing position within prime time, may be required in a four-station market to do the same job done by five announcements in a three-station market, three spots in a two-station market, or one announcement in a one-station market.

Why five announcements a week in the three-station market?

One announcement on all three stations at exactly 9:00 P.M. would give an advertiser 100 per cent of sets in use during this maximum viewing period. That's the ideal. But such choice time, especially in full-minute lengths, is almost impossible to get on all three stations at the same time, so the advertiser needs the extra two, which he may be able to buy on

one or another of the three stations, sometime between 7:00 and 10:00 P.M., to approach the ideal.

This would provide adequate reach. The buyer then builds from this point, if introducing a new product, or if he needs "saturation" for some other reason.

In any event, the spot buyer's job is to spread television's share of the Product X budget among the chosen markets in Kentucky and Virginia to achieve maximum reach for the money. In the words of one researcher: "A spot schedule is like a bucket of paint. You can spread it as far as you want, depending on how thin you're willing to let it lie."

How the Representative Helps

The accepted method of discovering what's available—what time periods are open—in Lexington, Ky., Richmond, Va., or any other market, is to call in the national representative of each station in each market under consideration and ask him.

If Product X appeals to the entire family, or if the object is to hit distributors and retailers as well as their wives with the commercials, the hope

is that the representative of at least one station in each market will be able to report availabilities in prime time.

Prime time is 7:30 to 10:00 P.M. on many stations. But this varies. It is usually listed as Class "AA" on rate cards. It costs more than other time periods because it is prime. It is prime because announcements on network affiliates are adjacent to the most popular network programs, because most independents air their best shows then, and because each set in use is apt to have more members of the family watching it. For most persons, school and work hours are over for the day, and most are not yet in bed.

Because these prime time periods are sought after by most advertisers, some stations may be sold out.

Fringe Time

The next best opportunities are in "fringe time,"—at the early and late ends of prime time. Stations listing prime time as Class "AA" usually list fringe time as Class "A."

Announcements on these early and late sides of prime time are often adjacent to news programs, and get a good male audience. Farther into the night, though, the advertiser loses most of the children and some of the adults. Before the early news, announcements will often be adjacent to children's shows, excellent for children's products, but with relatively small audiences of adults.

Such fringe periods cost less than prime time, can be better buys for products whose best prospects are children on one end, adults on the other. But, if the goal is mass exposure, it takes more of them to achieve the target message weight.

On the other hand, products appealing only to housewives might reach a good percentage of the prime time housewife audience in daytime periods and at much lower cost than in prime time. Large audiences of men and children for these products might amount to waste circulation.

Therefore, many station rate cards will divide their broadcast day into "AA," "A," "B," and "C" times, with



REPRESENTATIVE VISITS AGENCY. Frank Martin of Blair-TV (left) discusses availabilities with Ted Kelly, associate media director of McCann-Erickson.

SPOT TV...

prices corresponding to circulation. Some stations even publish rates for "AAA" and "D" time.

Commercial Length and Copy

What is available on any station in any market also depends on commercial length needed by the advertiser. That depends on copy.

Most persons know what Coca-Cola is. An eight or 10-second ID will more than suffice to flash a "reminder" picture of the familiar bottle on the home screen and allow a voice to say, "Drink Coke." You can even run a short film in an ID. An ID costs less than 20 seconds or more. Further, at least before the advent of the 40-second station break between network programs, there were usually many more eight- and 10-second availabilities in prime and fringe time than there were minutes.

But our example calls for introducing a product into a new region. Unlike "Coke," few persons in the new territory have heard of this product before. "Use Product X" will mean little or nothing to 99 per cent of our new audience.

A common tack for new-product introduction is to tell what it is, what

it does, and why it's better than anything like it, while the picture is demonstrating how to use it, and the happy end results of such use. With a few products, all this can be done in 20-seconds, if the copy writer is smarter than most, but not often.

It looks as if minutes are needed to sell Product X.

Schedules Tailored to Products

Most agency buyers explain all these problems to each representative they call. This enables him to save the buyer's time, by eliminating discussion of time periods that are useless for Product X. Given enough information, an efficient representative will often tailor a schedule for a product that will be hard for another representative to beat.

So far, buyer and representatives know that the goal is minutes in prime time, where available, to reach all members of the family, and fringe time where prime slots are sold out. They also know the reach and coverage objectives.*

*For a complete list of factors involved in selection of markets and stations for spot television, see Media Buyers' Checklist, MEDIA/SCOPE, November 1960.



AGENCY VISITS REPRESENTATIVES. Patrick Shannon and Robert Wilson of Benton & Bowles listen as Thomas Tilson, account executive for Television Advertising Representatives, Inc., explains the working of the firm's video tape machine.

How the Representative Works

The representative's office keeps track of all time periods for each station it represents. These are usually posted on a separate daily schedule or traffic board for each station. For each time period, there is generally a rectangle on the schedule. These are filled in, as sold, with names of stations occupying product.

Thus, while it's against the rule to tell the buyer the name of the brand in a slot near the one he's suggesting to the buyer, the representative can determine which availabilities present a product protection problem by being within 30 minutes or 15 minutes (depending on station policy) of an announcement featuring a competitor or a "non-compatible" product.

However, policy or no, the whole idea of product protection is fast becoming more theory than reality, as more network participating announcements are rotated through more different segments of more different programs. Too often, affiliates are not notified in time as to what product is coming up when on network shows. This gives stations too little time to change their own commercial schedules accordingly.

In any event, representatives are in constant touch with traffic managers of their stations who let their offices know as soon as an availability is sold by the station's own sales force to local retailers or by the representative's office in another city.

The representative can usually return to the agency buyer within 24 hours to a week, depending on the number of markets he's handling, with a list of suggested availabilities.

The buyer then evaluates each availability for reach and frequency, program adjacency, cost efficiency and assurance that everything is still within the budget.

If reach and large cumulative audience is a primary goal, one way to achieve it is to spread the schedule over several programs on two or more stations, where available. If frequency of impression on a specific type of listener is more important than numbers, it can be more effective to build

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CHECKING TV AVAILS. Jack White, H-R Television's sales manager, checks availabilities sheets with Kayde Caldwell, traffic manager.



INFORMATION FROM STATIONS. H-R Television's salesman, Al Ritter, makes contact with distant station swiftly by teletype.

the announcements and hit the same viewers through a type of program they are likely to like, same time, same station, every night.

Use of Ratings

Reach of each availability offered to the buyer can be measured by its rating. In spot, the rating is an "artificial number" created by adding ratings of the two adjacent quarter-hours and dividing by two. The rating for each adjacent quarter hour is the percentage of all TV homes surveyed with their sets turned on and tuned to the channel or station in the market in question during that quarter-hour.

Among syndicated services providing such measurements are the A. C. Nielsen Co., American Research Bureau, Pulse, Trendex, and Videodex. None of these services measures exactly the same factors, none uses the same base, and none uses the same technique. Each has its advantages and disadvantages, depending on what measured factor is of most importance to an advertiser in any particular situation. All must balance the need for accuracy and speed against costs that will enable them to

charge a price that advertisers, agencies, and stations can afford.

Cost of Availabilities

When a buyer checks an availability for cost, he makes sure the actual cost is not too far removed from his original estimate. In fact, it should be a shade less than estimated, because the estimate is generally based on the highest priced stations in each of the markets on the schedule.

Richmond is listed as the seventy-first market by the latest edition of The Katz Agency's Spot Television Cost Summary. Market ranking is based on number of U.S. TV homes credited to Richmond. Rates listed are those of the station with the highest base rate for each time unit, as reported by the SRDS "Spot Television Rates and Data."

The highest one-time prime time 20-second rate is \$175. On this station, the one-time, one-minute rate happens to be the same. The one-time rate for a one-minute announcement, both during daytime and late night periods, is \$80.

But six such announcements a week come in at \$76 each, and 12 a week can be had for \$72 each. Twenty-

second daytime announcements bear the same prices for the same weekly packages.

In contrast to the \$80 rate for the late night minute announcement in this seventy-first market are one-time rates of \$2,000 in New York and \$10 in Glendive, Mont., market No. 221. This example of rates in one market is merely used as an illustration. The main purpose of the Katz Summary is to make quick estimates of buys in groups of markets. When buying a small number of stations, closer approximation of actual cost may be obtained by consulting SRDS or the station rate cards themselves.

Formulas are included in the Katz Summary to facilitate rule-of-thumb estimates. They are based on a 50-station sample. They indicate, for example, that use of a nighttime 20-second announcement 52 times earns a discount of 6 per cent. Used 104 times, it earns 7 per cent, etc.

Varying Discounts

But such examples and formulas are for estimating only. Each station in any given market is likely to have a different set of discounts for vari-

(Continued on page 88)

WJR-Politz study new look at radio in Detroit - Great



The 1961 WJR-Alfred Politz Study offers a completely new approach in radio research. It so well equips WJR sales representatives to pinpoint customers for your products that we warn you in advance—they're bound to get a bit aggressive. But let them. You'll find that as they apply this new kind of radio research to your specific advertising objectives, you'll be able to reach logical prospects. Prospects who buy soap and soup, new cars and used cars, pianos and grass seed. All kinds of people who buy all kinds of products.



This study is of radio listening in general and of WJR listening specifically. It comprehensively covers a 100-county four-state area, and gives an accurate up-to-date picture of the area, of its radio listening habits, of listener reaction to WJR programming. The study is of *individuals*, not households. All data refers to listeners aged 15 and over. This method makes it possible to reliably report breakdowns by age, sex and socio-economic status. It defines extent of education and whether listeners are home owners or not.



The study compiles the total weekly cumulative audience of WJR and of 174 other radio stations mentioned. It breaks down overall radio listeners and WJR listeners by time of day, day of week, by age, by sex, by socio-economic status, and by where they listen to radio.



Equally important to advertisers, the 1961 WJR-Politz Study points up listeners' preference for WJR's news, sports news-scores summaries, sports play-by-play, farm programs, traffic conditions, news reporting accuracy, homemaker programs, farm news and market reports, weather forecasts, all-around helpfulness, public spirit, and listeners' attitudes toward the kind of advertising WJR carries.

WJRD gives completely new look at listeners in Detroit-Great Lakes area



An unusual point covered by the WJR-Politz Study is a profile of the types of music listeners prefer according to their age and sex. The music categories rated by listeners include popular music with full orchestration, popular music with small orchestration, folk music, classical music, fine music, and rock 'n' roll.



You've been fairly warned that WJR sales representatives will be not just enthused, but aggressive—and with good reason. So hear them out for your own good and for that of your sales curve as they apply the 1961 WJR-Alfred Politz Study specifically to your products and to your prospects. It will give you a revealing new look at the lucrative Detroit-Great Lakes area, served best by WJR.



We believe you'll find the WJR-Politz Study extremely helpful. So give us or the people at Henry I. Christal a call—and hear the story out. You owe it to yourself—because WJR is continuing to help advertisers toward well-grounded radio research with this completely new look at radio listeners in the Detroit-Great Lakes area.



WJR DETROIT
760 KC 50,000 WATTS

Represented by Henry I. Christal Co., U.S. & Canada • Atlanta • Boston • Chicago • Detroit • Los Angeles • New York • San Francisco

SPOT TV...

(Continued from page 85)

ous combinations of announcement types. The variety of package plans alone is truly amazing. The confusion they can cause among buyers of time is self-evident.

A recent study by Weed Television Corp. found that 89 per cent of stations surveyed had published package plans. In three- and four-station markets the percentages increased to between 95 and 99 per cent—probably caused, notes Weed, by the “high degree of competition for a share of the advertiser’s budget.” Fewer than 75 per cent of stations in single-station markets reported package plans.

The great majority of these plans are based on number of announce-

ments purchased each week, and 80 per cent of the plans apply to fixed position, as opposed to ROS or run-of-schedule announcements. Latter refers to spots bought at lower rates because they are aired whenever a station can fit them into the specified time classification.

Lack of Uniformity in Rates

Some idea of the lack of uniformity in rates is revealed by a recent survey of 488 stations by Gardner Advertising. Of 422 replying, only one-third indicated that rates published in SRDS are the only rates available. The other two-thirds “came up with

rate structures that included two combinations of national, regional, local, retail, and special prices.”

Gardner could find “no clear-cut policy, not only among various stations, but within each station itself, as to who qualifies for national rate, who for regional, local, retail . . . and, possibly, the most abused category of all, special . . . Our survey showed amazing rate differentials, some as high as 75 per cent.”

Cost Efficiency of Availabilities

Cost efficiency of individual availabilities can be found by dividing their rates by number of homes reached. By dividing announcement costs by various items of audience composition data from the rating services, cost per thousand can be calculated for men, women, and teenagers.

After availabilities are evaluated, and the best are chosen, representatives of the winning stations are asked for confirmation. That is, they must find out whether the time slots selected are still there. Often, many are not. One buyer says he’s “lucky if 80 per cent of the original availabilities we O.K. can be confirmed.”

Reason is that everybody’s out selling vacant time periods—the representative, his colleagues calling on other agencies in major advertising centers across the U.S., and the station’s own sales force in its local area.

If many of the slots originally ordered are sold, there are other openings, and the representative can usually come back with reasonable alternatives. A few, having opened up in the past 48 hours, may even turn out to be more productive than some that must be dropped.

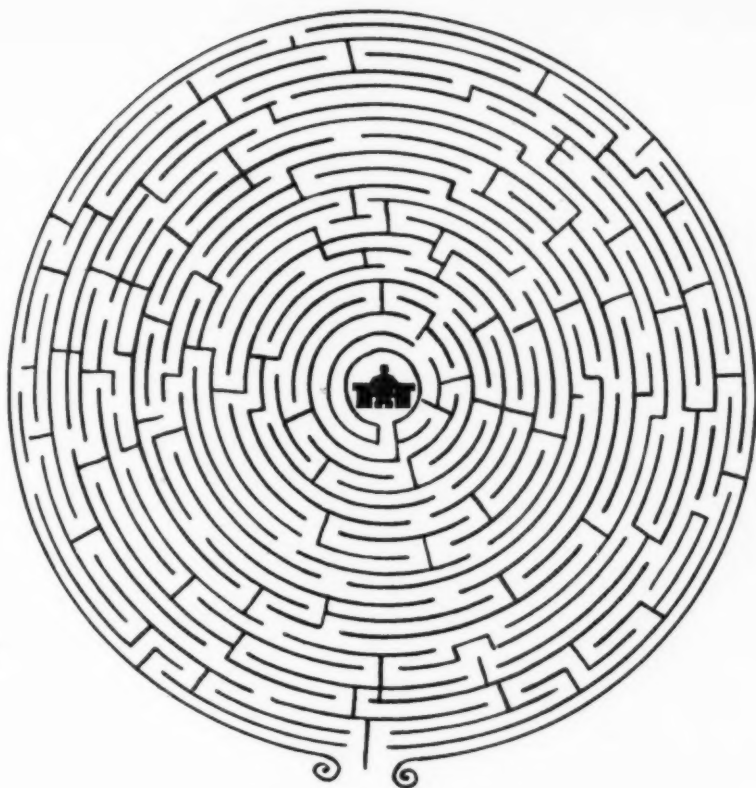
Product X may be one of several products manufactured by its maker. Other products in the line may be handled by other agencies. In such cases, all spot buys may be turned over for checking to one coordinating agency. The representative too, generally checks his chosen stations, to determine whether they carry announcements for Product X’s sister products, so that the manufacturer



PROGRAMING AND SALES. These subjects are studied constantly by station representatives. Examining the spot television scene at mid-point in 1961 are TV sales managers for Peters, Griffin, Woodward, Inc., representative firm. Here Charles R. Kinney of New York is pointing out total TV homes served by PGW stations.



BILLING DEPARTMENT: The Katz Agency, Inc., employs 75 persons in its billing department, a part of which is shown here. It maintains a complete accounting service for the stations it represents. It says it takes over the billing and collecting functions completely, handles make-goods, bills agencies, and collects payments. It pays the stations in full on the twenty-fifth of the month for all advertising of the previous month, whether or not collection has been effected by The Katz Agency.



NOT LOOKING FOR WORK. JUST WANT A JOB.

Agency Z was reportedly the most difficult place in town to get a job. Their psychological testing process was most rigorous. Their exhaustive reference checks were rumored to include evaluations from candidates' kindergarten teachers on group cooperation and aggression patterns. People went in for interviews in depth and didn't come out for days. Sober men got the spins. Applicants developed circulatory diseases*.

Preliminary screening consisted of "The Walk." Applicants were simply told to find the door marked PERSONNEL, buried at the center of the maze shown above. Then the tests were administered.

See if you can find your way to Personnel. Draw the shortest route on this page, send it to us, and we'll send you an exciting new prize. It may be straight or in the round, thick or thin.

Puzzle adapted from Dudeney's "Amusements in Mathematics,"
reprinted by permission of Dover Publications, Inc., NY 14, NY.

*If you're suffering from low circulation, try WMAL-TV, the station first in Washington, D. C. market, 6 PM-Midnight, Mon. thru Fri. (June ARB '61)

wmal^{abc}-tv

Washington, D. C.

An Evening Star Station, represented by H-R Television, Inc.

Affiliated with WMAL and WMAL-FM, Washington, D. C.; WSWA-TV and WSWA, Harrisonburg, Va.



RESEARCH INTO RATES. Ruth Clinton, radio and television time buyer for Gardner Advertising Company, New York, is shown hard at work with Standard Rate & Data Service's two volumes, "Spot Television Rates and Data" and "Spot Radio Rates and Data."

may qualify for the broader discounts earned.

While, for simplicity, one representative is mentioned, it should be remembered that simultaneous negotiations are conducted with all representatives selling all stations serving the target area. Any one representative will handle only one station in each market.

After confirmation and selection of alternative availabilities, filmed or taped commercials, or scripts or product descriptions, are shipped from the agency to each station involved. When received, broadcasting can begin.

Massive Paper Work

All this is accompanied by massive paper work, which, at this point, has only started. There are contracts and confirmation forms for each station ordered. And then there's the follow-up.

There's the check of station affidavits for proof of performance, or the check against Broadcast Advertisers Reports' monitor service, or even BAR's new Television Perform-

ance Audits service. This compares agency TV schedules to actual performance in the top 75 markets, telling the agency whether the correct commercial for the correct brand was run in full in the time slot ordered, without being surrounded by more commercials for other products (or even competing products) than is desirable.

There's also handling of make-goods and credits. Thomas A. Wright Jr., media vice president of Leo Burnett Company, has called the handling of spot announcement discrepancies a "cancer that eats up man-hours and profit dollars by the bucketful."

A make-good is the same commercial, run in another time slot, if its scheduled airing didn't come off, or if it was marred by human or technical error. If the suggested alternate time slot for the re-run isn't satisfactory, the client may receive a credit. That means that the charge for the time ordered for the announcement not run or misplaced is deducted from the station's bill to the agency.

Finally, most important, no sched-

ule is so good that it can't be better. It may be the best possible on the day it is ordered. But tomorrow new availabilities open on the station the advertiser is riding or on its competitors.

Many buyers find that the best way to improve existing schedules is to let all representatives serving a market know their current schedules on all stations in that market. Competition does the rest.

All the foregoing has described only one kind of spot television—placement of announcements between programs.

Various Ways to Use Spot

Other ways to use spot are to sponsor programs in target markets, or, as a few advertisers have done, form one's own regional or national network by lining up the stations needed.

Programs can be as short as a few minutes or as long as two hours. They can be on film, on tape, or live. The commercials can be delivered in all markets by an announcer cast as spokesman for an advertiser, or by a different local personality in each market, with a loyal following among the type of viewers who are the advertiser's best prospects.

The programs may be syndicated films, usually serials of 13 or more episodes, bought from the stations that run them, or from their producers or from distributors. They can be two-hour feature films, usually old movies, some rather recent, a few real classics.

Or the advertiser can simply order announcements within such syndicated or feature film programs, or in local live programs.

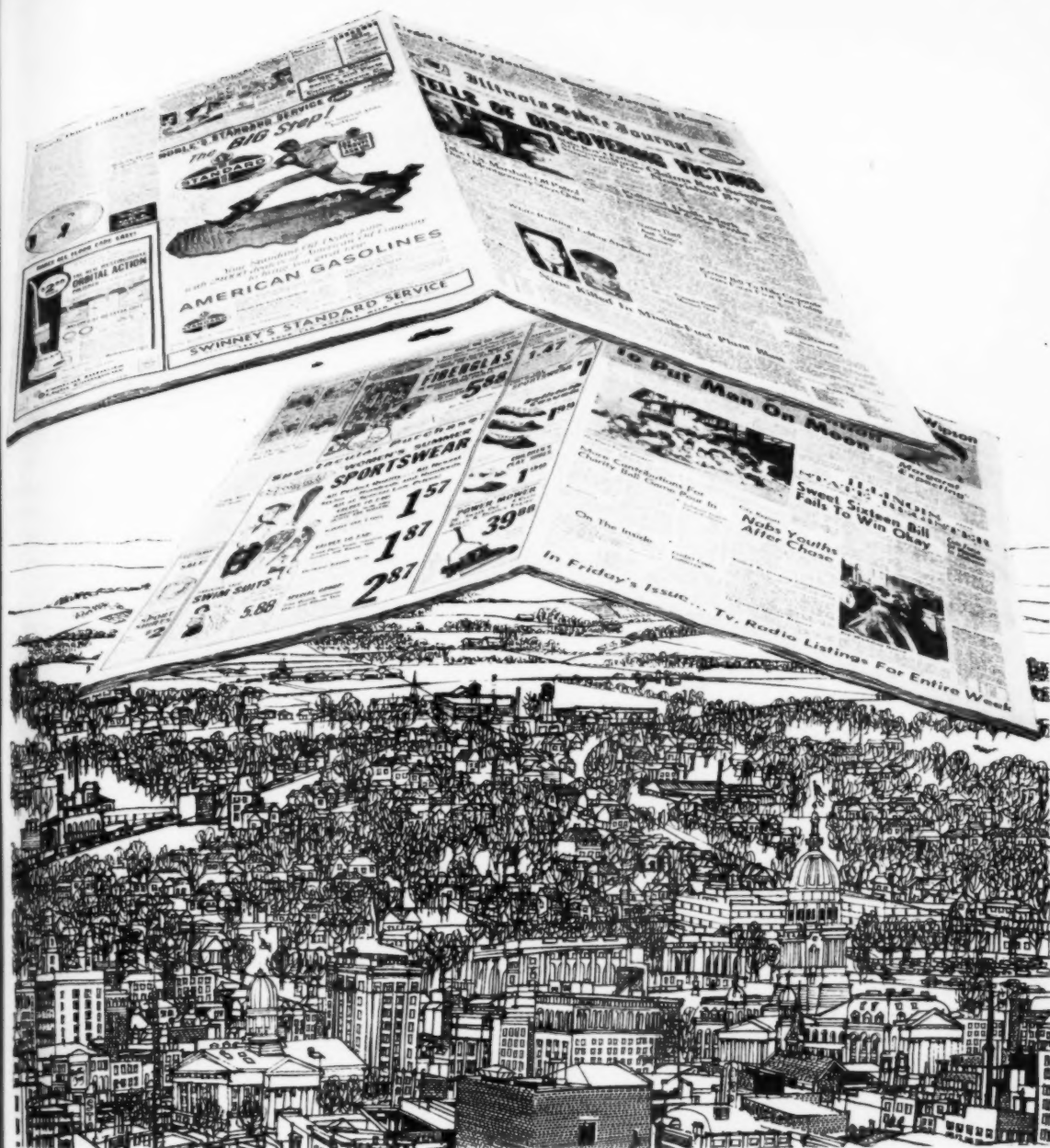
Ingenious buyers are constantly coming up with new ways to use spot. Grant Advertising, for instance, recently devised a split ID of some four seconds on each side of the station identification. Audio (sound portion) went like this:

ID: "What has more flavor, more bouquet?"

Station announcer: "WCBS—New York."

ID: "No, no! It's Manischewitz Wine!"


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covering a capital market

SPRINGFIELD is the capital of Illinois and the sales capital for an eleven-county area in the heart of the state. The city and the entire market are covered and sold best by two historic newspapers: *Illinois State Journal* and *Illinois State Register*. They offer you 100% coverage in Sangamon County (Springfield) and 60% in the total trading area. Both newspapers are ideal vehicles for test campaigns in a market that's made to order for testing — prosperous, diversified, stable.

Illinois State Journal | *ILLINOIS STATE REGISTER*

"THE RING OF TRUTH"
 **Copley Newspapers**

15 Hometown Daily Newspapers covering Springfield, Illinois — Northern Illinois — San Diego, California — and Greater Los Angeles. Served by The Copley Washington Bureau and The Copley News Service. REPRESENTED NATIONALLY BY NELSON ROBERTS & ASSOCIATES, INC.

SPOT TV...

(Continued from page 90)

The difference is in the taste. . . .
What a wine!"

BBDO created a series of commercials for General Electric with a story line, when they are run, serial fashion, in the designated order.

These two examples in particular show the value of coordination between creative copy writers and creative media thinkers.

Some stations offer two-minute featurettes. These consist of a one-minute commercial and one minute of weather, headlines, or practically any other type of information or entertainment that can form a natural lead-in geared to a particular product or its prospects.

Recent Trends in Use of Spot

Changes in buying trends, advertiser needs, and the broadcasting business itself come so fast that it's all an advertiser can do to keep up with them. New developments are reported weekly.

Some of the more significant recent trends:

- ☐ Fewer sponsors of half-hour or full-hour network programs have been replaced by many more advertisers running participating announcements during the course of such network shows.
- ☐ Many of these participating advertisers are former users of spot.
- ☐ To help replace lost affiliate revenue from such advertisers, and for loss of the 30 seconds of station time formerly available between half-hour shows now replaced by hour programs, networks are increasing affiliate time between hour programs to 40 and 42 seconds. In a few cases, it's 70 seconds.

This can mean more 20-second commercial availabilities and fewer eight- and 10-second ID periods for sale. It can mean opportunity for 30- and 40-second commercials. On a few stations it may mean more multiple spotting—three or more commercials, back-to-back.

- ☐ Fewer availabilities for certain product categories, such as beer, coffee, and tobacco. Proliferation of old and new brands using spot means

that some brands must ignore the desire for product protection, do without spot, or both.

- ☐ Development of new services, such as TV-Q, which enables advertisers to spot potential new network programs before they've had time to develop the audiences that will either put them into the top 20 next season, or on top of the slag heap. If two new network programs, back-to-back, garner High-Q's, that is, good numbers of favorable viewers, chances are there will be less than average dial twisting between shows, hence more viewers of the spot commercial in between.

- ☐ Local live color programs on a growing number of stations. Some accept only color commercials in these shows.

- ☐ Opportunity to become a patron of the arts by settling for mention of corporate name only, without other commercial, as backer of a program on an educational station.

- ☐ And, in the not-too-distant future, world-wide broadcasting from earth satellites.

Long-term Trends

So much for current trends. Long-term trends show spot's growth in many areas:

- ☐ Number of TV sets in the U.S. has shot from 660,000 in 1949 to 54.1 million by March 1961.

- ☐ Spot expenditures rose from \$397.6 million in gross time billings in 1956 to \$603.6 million in 1960.

- ☐ Average advertiser increased his spot TV investment from \$90,000 in 1956 to \$162,000 in 1960.

- ☐ The top 100 national advertisers placed 20 per cent of their advertising budgets in spot TV in 1959. Ninety-two of these top 100 used spot television that year.

- ☐ In 1956, 81 advertisers invested more than \$1 million in spot TV. In 1960, 125 companies reached that category.

- ☐ It is estimated that 85 per cent of all national spot broadcasting revenue, for both radio and television, goes to stations in the 75 top metropolitan markets. Beyond the top 100 markets, TV stations rely primarily on local and regional revenue.



Furthermore, the reach on this 25-page accordion fold will be all the way across the platform at the sales convention!

TODAY IN CANADA...



8 out of 10 homes in Medicine Hat will read THE NEWS

will they get your sales message?

An expanding western market, Medicine Hat offers you excellent sales potential.

Personal disposable income now totals over \$30,600,000. Retail purchases total over \$35,500,000 and are still rising!

To sell this fast-growing market, use the medium that's number one—The Medicine Hat News.

It's the only way to give your sales message complete penetration of this prosperous city of 24,500!

Circulation 6,731 A.B.C. September 30, 1960

You get action when you advertise in
THE MEDICINE HAT NEWS
A Southam Newspaper



The Southam Newspapers are:

THE OTTAWA CITIZEN
THE HAMILTON SPECTATOR

THE WINNIPEG TRIBUNE
THE CALGARY HERALD

THE NORTH BAY NUGGET
THE EDMONTON JOURNAL

THE MEDICINE HAT NEWS
THE VANCOUVER PROVINCE
(Published for Pacific Press Ltd.)

REPRESENTED IN THE UNITED STATES BY: CRESMER & WOODWARD INC. (CAN. DIV.), NEW YORK, DETROIT, CHICAGO, SAN FRANCISCO, LOS ANGELES, ATLANTA

Medicine Hat, October 1961



To talk business in two languages speak through CANADIAN BUSINESS PUBLICATIONS

French-speaking Canadian businessmen buy their full share of the annual \$4 billion U.S. exports to Canada. The French-language business press of Canada reaches these businessmen with greater economy and effect than any other media.

It is established that virtually every Canadian business, professional and technical man reads and heeds Canadian business publications.

This, of course, applies to the French-language business press just as much as to the English-language publications with which you may be more familiar.

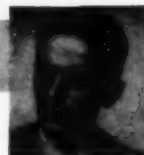
Your advertising message there appears in an atmosphere of authority. It is obvious that you are talking seriously, in their own language . . . *talking business.*

Cost per contact? Case histories? For any information, write to: Business Newspapers Association of Canada, 100 University Avenue, Toronto 1, Canada.

The association of 136 Canadian business, professional and technical publications.

CANADIAN BUSINESS PUBLICATIONS

Business Press



Howard G. Sawyer

Simple honesty — and good sense

I LIKE TO THINK when I make judgments in this space that I am on the side of the angels, and yet, in spite of my best intentions, I seem to offend some very nice people.

Recently I declared my admiration for ABP's "Full Disclosure Form," a statement of certain criteria for research to which publishers would do well to conform when conducting and reporting on their research.

In the course of my remarks I suggested that "the mere statement that the research methodology and the report itself oblige the criteria . . . could imply to the recipient that he can put his trust in the findings without having to search it himself looking for gimmicks."

This was a signal for a violent protest from one of my most faithful correspondents and good friends, who argued back that "the assertion that a particular media research study conforms to certain criteria (however good the criteria) means nothing unless it is made by an impartial, independent, and competent person or body. If the assertion is made by the person responsible for the research, it is no better than the attorney's plea that his own client is innocent."

Now I think that this is an important enough matter to warrant further discussion. A lot of media buying is done — well, a lot of media selling is done — on the basis of research, and we might as well get to the bottom of this, even at the risk of boring anybody who doesn't, but should, think it's as critical as I do.

My friend continued: "What is important is not that a series of questions like ABP's have been answered . . . but *how* they are answered. And in answering them there is almost always room for introducing 'gimmicks' which will fool even fairly sophisticated advertising people, especially if they have already been 'pre-sold' by means of an 'imprimatur'."

I interrupt at this point to accuse my friend of being too cynical and suspicious. If I read him right, he is

saying that the publisher can still practice deceit.

But if we are all going to do business in an atmosphere of distrust, we won't have much fun, and we won't get much done. Business *has* to be conducted in an environment of faith and credit, and if we doubt people's word, we'll spend so much time seeking untruth that we won't get to make any decisions, let alone right ones or wrong ones.

I do not believe that most of the atrocious media research I've been subjected to is the product of anybody's chicanery. I don't think most business publishers are cheats. Rather, I think they don't know any better, and that the faults which make their research misleading and worthless are almost always inadvertent.

I think it's more likely that most of the publishers whose research I, for one, object to, are more naive than evil.

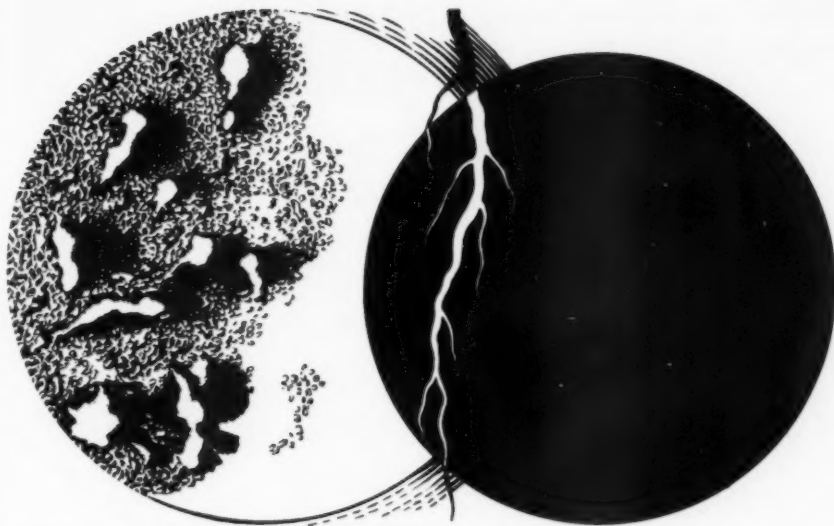
So I say that the answers to the questions in the ABP form are a step in the direction of helping people to understand how a study was conducted. Then the recipient can judge for himself whether, with respect to the conditions, the methods, the time, etc., the study has any significance to him.

But what does my writer friend propose instead? He proposes that the standards for media research "be interpreted and applied to a given study by a wholly impartial and independent third party, who obviously must be competent to recognize a gimmick when they see it." Specifically: the Advertising Research Foundation.

Swell. I've been urging this for a number of years. But how practical is this? The very fact that so few business publishers have taken advantage of having the ARF bless their research suggests that there is something impractical about it.

What's impractical about it is that the ARF's administrations are ponderous and expensive. The ARF has

(Continued on page 96)



WHY SPY?

Secret Agent X defied detection for centuries. When he struck in past ages, men attributed death to many causes, never to him. In this century men became conscious of his existence. But no spyglass could find him; no telescope reveal his hideout; no microscope uncover his traces. Until . . .

With the coming of the electron microscope, the activities of Agent X are no longer secret. He's being watched at work in a hundred places — in cancer cells, or destroying man's body in countless different ways. Soon, counter measures will be devised.

Bio-medical research owes much to doctors and much to electronic engineers. Amongst these are thousands of highly-trained IRE members, a small but important section of the membership of the Institute of Radio Engineers. Their significant researches are published frequently in *Proceedings*; in this way they become available in America's continuing battle against disease.

Two IRE members are being honored this year for contributions in this field. To Britton Chance, of the University of Pennsylvania, goes the William J. Morlock Award for applying advanced electronic techniques in a long-term program of fundamental biological research. To Manfred Clynes, of Rockland State Hospital, Orangeburg, N. Y., goes the W.R.G. Baker Award for a paper on "Respiratory Control of Heart Rate: Laws Derived from Analog Computer Simulation."

IRE's publishing is vital to today's research. Advertise your electronics product in *Proceedings*!

Chance



Clynes



Proceedings of the IRE

*Brings to the nation
man's finest research in electronics*

Adv. Dept., 72 West 45th Street, New York 36 • MURRAY HILL 2-6606

ARE YOU PAYING AND GETTING

MORE LESS ?

Who pays the bills when circulations of metalworking magazines skyrocket?

You—the advertiser—of course!

If you get added buying power coverage with the added circulation—okay . . . but in many cases you are paying more—and getting less.

HOW COME?

Take the question of **sizes of plants covered**. Out of the more than 81,000 plants in metalworking, there are over 64,000 with less than 50 employees each. All together, these small plants account for only 8% of the total output of the industry. Extra circulation here is easy for a magazine to get, but it doesn't do much for advertisers except raise their bills.

ASK NOT "HOW MANY?" BUT "WHERE?"

It would be possible for a magazine to have a circulation of over 64,000, yet reach only 8% of the buying power in metalworking . . . for another to have a circulation of 16,000-odd, covering the plants with over 50 employees, and reach 92%. Actually, no magazine is that bad (or that perfect) but the tremendous variation in the size and importance of metalworking plants points out why you should ask **where** circulation is going, rather than how many copies are being printed and mailed out.

Ask the next metalworking magazine space rep you see if he can show you a complete breakdown of his paper's circulation **by plant size**.

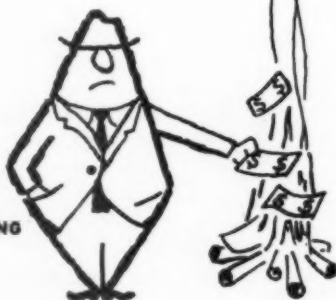
If he's the man from **MACHINERY**—he can!

MACHINERY's Circulation Analysis by Plant Size is a useful addition to your media data file. It shows, for example, that **MACHINERY** covers over 95% of the U.S. metalworking plants with over 100 employees, and—at the other end of the scale—only 2.6% of the plants with fewer than 50 employees. Send for a copy.

Machinery

ENGINEERING and PRODUCTION in METALWORKING

Published by THE INDUSTRIAL PRESS
93 WORTH STREET, NEW YORK 13, N.Y.



(Continued from page 94)

no rubber stamp. It takes its business very seriously. Even though it relies upon volunteer authorities to sit in judgment, its staff participation involves a sizable bill. And what's even worse (from the viewpoint of the publisher going through the wringer) is that the experts are not at all easy to get along with.

In fact, they're so picky that, to satisfy them, often involves a great deal of time and expense, possibly more than the study is worth. This, of course, is as it should be. The point is, though, that research is not easy and it is seldom cheap.

I wish the services of the ABC could be made available to business publishers who don't have big budgets for research, or I wish that the IARI might somehow get into the act. But meanwhile, I think that the ABC form is a good thing for our business, and I wish the NBP publishers would fall in line with it, and I wish all people on the media buying end would become familiar with the terms of the form and would insist that the information it asks for be contained in any report they are shown.

What's wrong with insisting, for example, that a publisher date his report? Just that one simple act would be a great contribution to a buyer's ability to judge fairly. I, for one, would take the publisher's word for it.

Which questionnaire?

A certain publication conducted a media preference study by each of the three common methods—randomly selecting three matched samples from the same source. One group received a questionnaire in which cover photos of various magazines were reproduced; a second group received listings of the same publications (in both cases the order of appearance was changed to avoid giving anybody a geographical advantage); a third group got the usual "fill-in" questionnaire.

Letters of transmittal were identical.

Results indicate that "fully-aided" (covers) yields more returns, with listings second. Scoring was 28.2%, 25.8% and 13.6% respectively.

Rank orders varied, too. No. 1 "most useful" by "un-aided" finished fourth by "covers"; No. 2 "list" finished fourth "un-aided." No. 3 "covers" finished ninth "un-aided."

Data, Incorporated

Responding to the complex informational needs of business, advertising and marketing, offers complete research and data processing services

Through its five specialized operating divisions:

ADVERTISING AND MEDIA SERVICE DIVISION

Practical electronic computer applications to streamline advertiser, agency and media operations and provide more precise data for improved decision-making

RESEARCH DIVISION

Experienced survey research staff, geared to perform all types of media, market and consumer studies and to provide complete research tabulation services

ACCOUNTING AND BUSINESS SERVICE DIVISION

Efficient data processing to supplement on-premise installations and to perform accounting and business functions for firms that want the benefits of automation

ADVERTISING IMPACT MEASUREMENT SERVICE DIVISION

Comprehensive publication research service providing quantitative reader recognition scores and qualitative verbatim reactions for both editorial and advertising content

MEDIA ALLOCATION THROUGH ELECTRONIC COMPUTERS (MATEC) DIVISION

Pertinent media and market analyses, conforming to exact sales and/or distribution areas, drawing upon extensive machine language data and prepared through high-speed processing

phone, wire or write...

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*Responding to the Complex Informational Needs
of Business, Advertising and Marketing*

432 Park Avenue South
New York 16, New York
Telephone: MU 9-6250
A Subsidiary of SRDS, Inc.

Media/scoop ON THE QUAD-CITIES

ROCK ISLAND MOLINE EAST MOLINE DAVENPORT

BIG QUAD-CITY EBI

Average Effective Buying Income per Quad-City household: \$7001. Average household EBI on the Illinois side is \$7076.

You sell the larger (56% of metro population) side of the Quad-Cities where average household EBI is \$7076 when you use the Argus and Dispatch.

Source:
1961 Sales Management "Survey of Buying Power"

THE QUAD-CITIES LARGEST
COMBINED DAILY CIRCULATION

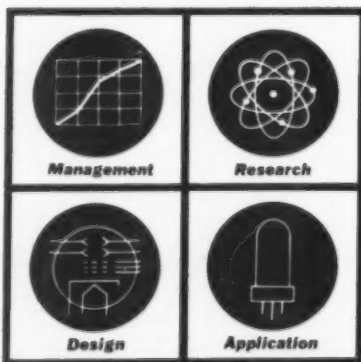
ROCK ISLAND
ARGUS
and
MOLINE
DISPATCH

QUAD-CITIES
OVER 1/2 MILLION PEOPLE

Rep. by ALLEN KLAPP

IN CANADA

CEE* helps you sell
electronics engineers in



Canada bought \$92.1 million worth of U.S.-made electronics equipment in 1960—will buy even more in '61. Best way to sell buyers in this market is through CEE*, which serves electronics engineers in all phases of the industry—in management, research, design and application.

CANADIAN*
ELECTRONICS
ENGINEERING

CEEB

481 University Avenue, Toronto 2, Ontario

A Maclean-Hunter Publication

ODDS AND TRENDS

Why The Lady Changed Her Mind

By Lionel M. Kaufman



It's a woman's magazine's prerogative to say "Yes" to the liquor advertisers one month, and "No, thank you" the next. Guessing why *McCall's* did that is making interesting conversation along Madison Avenue.

Your columnist isn't going to jump in with his own quick guess. He's waiting to ask a few questions first.

Was it *McCall's* that changed its mind?

Or was it the liquor advertisers themselves?

Or the readers?

Or the other women's magazines, who refused to join *McCall's* in this liquid lineage?

I believe we're over-simplifying matters when we assume that a publication has only to make a policy decision admitting a certain type of advertising — and it automatically becomes a medium for that classification. After all, for decades the women's books have felt that liquor didn't fit in with their editorial atmosphere and the audience it attracted.

There are some liquor advertisers who'll tell you that's why the *Saturday Evening Post's* invitation to liquor advertisers in 1958 hasn't brought in so many acceptances as it was counting on.

Wait-and-see Mood

True, the reports had two liquor advertisers (Seagrams and National Distillers, they tell me) ready to buy the first available issue of *McCall's*. But a top distiller's advertising director, whom I spoke with, was in a wait-and-see mood.

There are a couple of questions I should think the liquor advertiser might want to clear up, before he decides to "join the ladies."

First, how many women shop for, and pick out, the family's liquor? I'm no authority on the subject, but in most homes I know of, the drinks are kept separate from all other forms

of refreshment, and are dispensed by the host, rather than the hostess.

Second, how will liquor ads in women's books be received by the readers? Liquor advertisers lean over backwards to stay away from the places where they're not welcome.

The reader, of course, is a voice to be listened to, especially in the year when the women's books are frantically fighting for more of them. I wonder what the readers said, and did, when the wire services spread the word that *McCall's* was opening its pages to liquor? I believe it was *Reader's Digest* that told me, a few years back, that a survey showed its readers were even more impressed by the advertisers the *Digest* turned down than by the advertisements it carried.

Other Magazines' Views

My guess would be that the deciding factor was *Good Housekeeping's* and the *Journal's* refusal to go along with *McCall's* on admitting liquor. (Only Macfadden's *Women's Group* — not exactly in the same tradition — followed suit.) It's not easy for one single book to attract liquor advertisers, when the rest of the field looks askance at them. The *American Weekly* discovered that some years ago.

I'm sure *McCall's* realizes that this revolutionary new format, though a circulation builder, has been criticized in some quarters for straying a little too far from the "women's service" area, with features like the Steinbeck novel.

Being the only major women's book to carry liquor would have been sure to widen that breach.



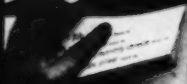
Set your own pace to success

283 BUSINESS FIRMS PURCHASED 6,347 REPRINTS OF THIS USEFUL REPORT

"Executive's career strength is a composite of many abilities," wrote the editors of Nation's Business in an August feature "Set Your Own Pace To Success." Pointing out that some of these abilities are readily visible and measurable, the editors spotlighted others, equally important, which are not. Within one month, executives in 283 business firms wrote for 6,347 extra copies of this helpful report on developing executive skills. This response is typical of the manner in which businessmen react to Nation's Business informative, authoritative editorial articles. Since the first of the year, 18,688 companies have purchased 431,618 reprints of Nation's Business. This response unparalleled in the business or news management field. Your advertising business can profit by this eager interest in new ideas and techniques. It's why action in business results when you advertise to business in **Nation's Business** WASHINGTON

Nation's Business
A Business Week Publication

Business heads
for record high



FACTS ABOUT MOODY MONTHLY'S

102,368

Average net paid
for first six
months of 1961

**MORE
prospects***



... the meaningful* type of
readers who influence purchases

- 75.3% of M/M's subscribers hold positions of influence in more than 60,000 conservative Protestant churches.
- M/M's 100,000 homes (with more than 280,000 readers) provide another important market.
- 64.2% own or are buying homes.
- 28.7% have family incomes of \$7,000 or over annually.

In the 61 years that MOODY MONTHLY has served the conservative Protestant field, it has earned an influence and loyalty that few magazines can match. This influence is reflected in reader response to its advertising also.

For complete folder of Media Fact Sheets on reader survey, call or write today.

LAWRENCE ZELTNER, advertising manager

MOODY MONTHLY

820 N. LaSalle Street • Chicago 10, Illinois



YOU NEED ALL OF GEORGIA, TOO!

And you can get it: effective coverage in areas containing 85% of Georgia's people, 87% of its spendable income. By using Atlanta and the Georgia Group. The Augusta, Columbus, Macon and Savannah papers serve the "missing half." Yours with 1 order, 1 bill, 1 check. Call the Branham Man.



AUGUSTA Chronicle and Herald • MACON Telegraph and News
COLUMBUS Ledger and Enquirer • SAVANNAH News and Press
Represented nationally by THE BRANHAM COMPANY

VIEWS ON BROADCAST

No Tear Sheets in TV

By Isabel Ziegler



SO OFTEN a salesman's report to his management when he loses a sale to some print competition, indicates that the sale was lost because the client had nothing concrete to show for his money or to pass on to his sales force or to the trade — no tear sheets.

Yet, if this same salesman is lucky and sells broadcast to a client who really is predisposed toward print, little or nothing is done to support him by providing his advertiser with data to substitute for the tear sheet. Unless sales have shown an upward swing (and sometimes when warehouse volume is involved, this increase in sales is not evidenced immediately), the advertiser still has little to show for his money.

Of late this situation has become more acute. Affidavits of performance were once accurate from all stations covering all time periods. Records were kept down to the second and the information was passed on to the agency when bills were submitted for payment. These, in turn, were passed on to the advertiser. Even then it was difficult to completely satisfy some advertisers, and lengthy dissertations were necessary involving the FCC and their role, ethics, examples, etc.

Agency Involvement

Often an agency became embroiled in trying to set up a checking or monitoring system to provide a doubting client with proof that his order was aired, and aired properly. Enough information was needed to at least prove the basic point that affidavits are accurate.

Of course, the high cost of checking or monitoring any national campaign would be prohibitive, if absorbed by either the agency or the client. Needless to say, neither the stations nor their representatives would want to be involved in such a situation.

In most cases in the past, the agencies were successful in checking on this problem. However, little was done by either the representative or the station to eliminate or even lessen the problem. As time goes on, even less is being done.

Some stations now show on an affidavit only that an announcement ran from 6:00 A.M. to 10:00 A.M., etc. This leaves the stations a great deal of leeway. All announcements could have run before 7:00 A.M. and after 9:00 A.M.

No Check on Rotation

With this method of reporting, we have no way of checking whether or not our client is receiving proper rotation. Naturally, rotation is desirable since announcements aired between 7:00 A.M. and 9:00 A.M. are most likely to have a greater audience than those aired before 7:00 A.M. and after 9:00 A.M.

The stations and their representatives are interested in cutting down paper work. Consequently, some record keeping is being eliminated and what there is, is not being passed on to the agency along with the bill. Yet, the responsibility of properly paying bills is the agency's. Agencies should not have to shoulder this responsibility alone.

Stations should provide accurate proof of their performance. An affidavit must represent the station and be done in such a way as to leave no room for doubt as to the authenticity of the station's performance and their right to get paid for it. More record keeping and paper work might be involved. But, in the overall, any doubt as to the way the industry operates will be eliminated. In so doing, agencies will have an easier time expediting bills, representatives will not be involved in unpleasant situations, and the salesman will find that the lack of a tear sheet does not endanger his sale.

The Podbelniak

The Podbelniak is an example of the wide range of interests boys have these days. Ask the magazine that knows them. The December issue of Boys' Life includes a beautifully illustrated color feature on the role of language in the complex relationships of nations—*The World of Language*, by Mario Pei; a unique Ray Bradbury science fiction story, *The Man*; and on-the-spot coverage of an Explorer group in Texas whose special interest centers around the oil industry. The Podbelniak, incidentally, is an instrument used to analyze light

hydrocarbons in determinations of oil samples.

Boys today are a vital, vigorous market. Their minds are razor sharp; they're anxious to learn, quick to take up challenges. Buying itself begins with boys. And since Boys' Life is the only mass publication in the field, buying begins with Boys' Life. Take automobiles. Last year alone, Chevrolet, Chrysler, Fisher Body, Ford and General Motors ran a total of twenty-eight pages. When they buy Boys' Life they buy new customers. And it's far easier to sell new customers than to resell old ones.

BOYS' LIFE • 2,100,000 NET PAID

PUBLISHED FOR ALL BOYS BY THE BOY SCOUTS OF AMERICA

Media / headlines

BROADCAST

ABC International Television, Inc., a subsidiary of American Broadcasting-Paramount Theatres, Inc., has purchased minority stock interests in two Japanese television interests: Nippon Educational Television Company, Tokyo, and Mainichi Broadcasting Company, Ltd., Osaka. ABC will act as sales representative for the two Japanese telecasters in the United States, and will also serve as program purchasing agent.

KRKA Radio, Westinghouse Broadcasting station in Pittsburgh, raised rates an average of 10 per cent in September, when it issued a revised rate schedule, No. 13.

KPEN (FM), San Francisco, has converted to stereo broadcasting, and plans to devote one third or more of its broadcast time to stereo programs.

Metropolitan Broadcasting Corp., has purchased KMBC-TV and KMBC Radio, Kansas City, for \$10,250,000. KMBC-TV will continue as an ABC affiliate.

WINS, New York, is now flagship station for Mutual Radio Network in the greater New York area. MBS stations now number 483 (including 41 Intermountain optional units). WOR, former MBS outlet in New York, will expand its own local news coverage.

BUSINESS PUBLICATIONS

Aerospace Management is new name of *Aircraft & Missiles*, publication of Chilton Company. Change results from an eight-month editorial research program that developed editorial designed to serve key technical and procurement management people.

Automobile International is new name of McGraw-Hill's *The American Automobile/El Automovil Americano*, publication for automotive sales, service, and transportation business outside the continental United States. Change results from increasing importance of U. S. investments in overseas manufacturing subsidiaries and partnerships and growth of European and Australasian manufacturers in the field.

Electronic Distributor is new name of *Jobber News & Electronic Wholesaling*, Cleveland, reflecting changes from parts jobbers to general-line, industrial, franchised, or specialist distributing operations in the field.

Institutions Magazine, Chicago, will move into a new format in January, 1962, changing from tabloid size to a standard full page ad size of 7 by 10 inches, and trim size 9 $\frac{1}{2}$ by 12 $\frac{1}{4}$ inches. At the same time, the magazine will switch from letterpress to offset printing, number of full editorial pages will be increased, new headline and body type faces will be used.

Modern Server & Spirits Store, publication of Blackburn Publications, Inc., New York, has changed its format from a bi-weekly newspaper tabloid to a 7 by 10 inch standard size monthly on coated stock, and is now offered in four editions: two in the liquor package store field, and two in the liquor serving field of restaurants, bars, and cocktail lounges.

Production, publication of Bramm Publishing Company, Birmingham, Mich., for mass production metalworking industries, will add an International Edition in December, 1961.

Purchasing Magazine, Conover-Mast publication that had been 50 per cent paid, 50 per cent free, is switching to 100 per cent "quality controlled" circulation. Publisher Ray Richards says that new post office requirements for second class privileges (going up to 65 per cent paid on January 1, 1962) "just about made up our minds" to the change.

Remodeling Business is a new trade publication for contractors of residential and light commercial remodeling. Publisher is Larser Publishing Company, Orange, N. J. Circulation will be 25,000 controlled.

Steel International will be distributed monthly, starting in January, to a selected group of 17,000 metalworking plants overseas by Penton Publishing Co., Cleveland.

Volunteer Firefighter has been purchased by H. Marvin Ginn Corp., Chicago, from The Thomas M. Higgins Company, Charlotte, N. C. The publication is con-

NEW SALES LEVERAGE FOR YOUR PRODUCTS

PERSUASION

**Generated by the fact that your ad message is
Today's Health is SEEN...SEEN OFTEN...BELIEVED**

Research reveals—compared to other general magazines—Today's Health is more consistently and repeatedly read. (65.4% of subscribers read all 12 issues. Each issue read an average of 3 times.) And it's believed! (66.5% place more belief in T.H. Only 1.8% regard other magazines more believable.)

What's more, products gain unique stature. (57% indicate higher regard for a product when seen in T.H. than when seen in other magazines.)

Put this exclusive force behind your product—reaching on 815,000 paid subscribers, plus a bonus circulation of 1.5 million verified reception room readers.

*** Unequaled ability to move people**

Monte Brown
535 North Dearborn Street, Chicago 10, Ill.
WHitehall 4-1500

Charles Lauer
475 Fifth Avenue, New York 17, N.Y.
ORegon 9-9383

Whaley-Simpson Co.
6608 Selma Avenue, Los Angeles 28
HOLLYWOOD 3-7157

Store, pub-
lications, lin-
mat from a
a 7 by 10
coated stock
ons: two in
and two in
trants, bars,

f Bramson
am, Mich-
king indus-
Edition in

over-Mast
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to 100 per-
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new post
class print-
at paid on
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Company,
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distributed
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Cleveland,
been pur-
Chicago,
Company,
on is co-

estimated circulation to 17,000 fire chiefs, commissioners and other executives of volunteer departments.

FARM MAGAZINES

Farm Journal has increased the number of regional splits available to advertisers from 5 to 22 that can be purchased individually or in combination for full-page or multi-page insertions, black-and-white or color, standard or bleed pages. The magazine will be edited in five regional editions as now, but further breaks will be available for advertisers.

Progressive Farmer, Birmingham, Ala., will make available single 4-color full page and junior-page units in one and two editions starting January 1962. A 10 per cent discount will apply for advertisers using 4-color space in two editions of the same issue.

Successful Farming will be given a fresh treatment by Meredith Publishing Company with its January 1962 issue. Changes will include: New frequency-volume discounts available to both national and regional advertisers; an additional 10 per cent discount on regional edition advertising placed by advertisers also placing a page or more in the national edition; page reduction from 450 to 429 lines; new rate base of 1.3 million (moving up from 1.2 million); new rates—\$5,555 for a black-and-white page.

MAGAZINES

Association of National Advertisers has completed its 1960 supplement to

"Magazine Circulation and Rate Trends," issued last year. The full report, now covering a 20-year period, is available at \$15 a copy. It is based on compilations of the Audit Bureau of Circulations and Standard Rate & Data.

Curtis Publishing Company has added a new advertising department function and executive position, a vice president for client relations for all Curtis magazines. Assuming that post is J. Davis Danforth, who resigned on January 1, 1960, as executive vice president of and director of Batten, Barton, Durstine & Osborn, Inc.

Fortune will raise its rate base from 350,000 to 375,000 and its one-time, black-and-white page rate from \$5,220 to \$5,670 with its July 1962 issue.

Franklin Square Subscription Agency has been sold by Harper & Brothers to a group headed by Michael Michaelson, vice president and circulation director of Ziff-Davis Publishing Company. He becomes president of Franklin Square, which will continue to operate as at present, a large subscription sales agency operating out of Englewood, N. J. Mr. Michaelson plans to increase magazine sales through department stores, and to add book and record sales plans to those handled at present by magazine sales agents.

Glamour, a Conde Nast publication, has added a new editorial section "Glamour at Home," concerned with entertainment and decoration at home. Positions will be sold in this section.

Harper's Magazine will up its circulation guarantee to 250,000 on January 1, 1962. At the same time its black-and-white, one-time page rate goes to \$2,050.

Life will move up its circulation base from 6.7 to 7.0 million with its February 1962 issue, and one-time, black-and-white page rate will be scaled at \$33,195.

Look will move its average net paid guarantee up to 7 million from 6.5 million with its issue of March 13, 1962, and one-time, black-and-white page rate will go to \$32,020 with that issue.

MacFadden Publications, Inc., now includes two additional merged organizations: Bartell Broadcasting Corp. (four radio stations) and Process Lithographers, Inc., (which bought Manz Corp., a Chicago printing company, last April). Also included in the merged operation is Teleglobe Pay-TV System, Inc., in which all three of the merged organizations acquired interests last April.

Modern Miss is first publication to secure membership in Business Publications Audit's newly approved Selected Market Audit Division. Circulation of magazine is 2.5 million, non-paid, to teenage girls in home economics classes.

Overseas is a new monthly devoted to international education. Publisher is Institute of International Education. Chairman of its editorial council is Jeremy Gury, creative director, Ted Bates & Co.

Playboy raised its paid circulation guarantee to 1,150,000 with its September

(Continued on page 104)



Today's Health

PUBLISHED BY THE American Medical Association

le action

Whaley-Simpson Co.
Montgomery Bldg., San Francisco 11, Calif.
Sutter 1-4583

Media/Scope, October 1961



Big...

1st
in Illinois
in ROP
Retail
Color

...AND STILL GROWING FASTEST IN ILLINOIS! REMARKABLE ROCKFORD

... the number one spot in Illinois still continues to grow. Typical are new \$15,000,000 campus for century-old Rockford College ... one new multimillion dollar high school in 1960 ... another in '61 ... and a third being readied for 1962 — for a top-flight school system long known for its excellence. More schools to serve a growing community! Good schools for a better place to live. Rockford has 'em! ... and the newspapers with which to reach Remarkable Rockford's families are ...

ROCKFORD

MORNING STAR & Register-Republic

PREFERRED by food advertisers!

In 1960 RESTAURANT MANAGEMENT led other restaurant and institutional publications in the amount of its food advertising—494 standard pages, to be exact.



Food advertisers prefer RESTAURANT MANAGEMENT because the big marketing opportunity is among TOP VOLUME commercial restaurants and RM is the one specialized medium that saturates them ... and because RM provides a program of *census-like* reader identification that breaks down geographically into no less than 3,999 tabular classifications, according to restaurant size and type of service.

Latest RM reader identification figures are available in Reader Report No. 3, just released. A copy is yours on request.

Restaurant Management

60,000 operating circulation each month

Ahrens Publishing Company, Inc.

230 Park Ave., New York 17, N. Y.

201 N. Wells St., Chicago 6, Ill.

583 Eight-O-Five Peachtree Bldg.,
Atlanta 8, Ga.

111 Sutter St., San Francisco 4, Calif.

8721 Beverly Blvd.,
Los Angeles 48, Calif.

(Continued from page 103)

issue. This increase is not reflected in rate increases, because *Playboy* shows a profit from newsstand sales as well as subscriptions and advertising.

USA 1, New York, is new monthly news magazine due for publication this winter. Rodney C. Campbell, former associate editor of *Time* is president and editor. Purpose will be to review news events of lasting significance in depth.

The Y Magazine is out with its first issue this month. Publisher is Y Publications, Inc., Grand Rapids, Mich., with Harvey Warner as publications manager. It will be edited to be of special interest to YMCA personnel and members.

Your New Baby will raise its circulation guarantee to 666,666 in February 1962. One-time, black-and-white rate will be \$4,560.

NEWSPAPERS

Burlington County Times is the new name of *Levittown Times* of Burlington County, N. J., changed to agree with circulation growth outside of the Levittown development. It is now also offered as an optional twin-market combination buy with the *Bristol Daily Courier* of Lower Bucks County, Pa.

Consolidated Publishers, Inc., is new Negro publishers' representative firm formed by the merger of Associated Publishers, Inc., Interstate United Newspapers, Inc., and Defender Publications, with offices at 545 Fifth Ave., New York.

The Dallas News is planning to have four more advertisement readership studies made on all national ads in its issues of November 11, 1961, and in 1962: January 15, March 28, and May 3. Research will be conducted by Carl J. Nelson. An advertiser participating in the study will secure a free readership score for his advertisements, and copies of the entire report of each issue will sell for \$50.

Hoe Color Report of R. Hoe & Company showed a record use of ROP color advertising in newspapers for the first half of 1961: 91.4 million lines (almost 8 percent more than in the same period in 1960). Largest users of ROP color were cigarette, dairy product, beer, meat and fish, and gasoline and oil advertisers in that order.

The Portland Oregon Journal has been purchased by Samuel I. Newhouse, whose organization also owns the *Oregonian*. This gives Newhouse newspapers in the A.M., P.M., and Sunday in this city (The *Journal* will drop its Sunday edition, but the *Oregonian* Sunday will continue). Production and business operations will be merged, but editorial will be operated independently by both newspapers. The *Week*, carried in the Sunday edition of the merged papers, has its total circulation boosted to over 14 million as a result.

Suburbia Today, colorgrayscale magazine distributed through 228 local newspapers, will now be distributed through four additional newspapers: the *Berkshire*, Calif., *Gazette*; *Deephaven*, Minn.; *Argus*, Minnetonka, Minn.; *Herald*; and the *Willamette*, Grove, Pa., *Guide*.

Media/scope's

Advertising Cost Index

Reported by Media/scope's Research Department

Ad Rate Changes:

August 1960 to August 1961



Business Publications

The typical business publication campaign in August 1961 cost \$104.24, compared with the identical campaign in August 1960, when it cost \$100. During the same period, circulation increased 2.4 per cent and cost-per-thousand circulation went up 1.8 per cent.



Consumer Magazines

During the 12-month's period August 1960 through August 1961, the average consumer magazine campaign increased \$9.03 per \$100 allocated in the same period in the previous year. Circulation had risen 4.5 per cent, and cost-per-thousand rose 4.3 per cent.



Daily Newspapers

To duplicate the identical newspaper schedule of August 1960 in August 1961, the advertiser had to increase his dollar allocation for newspaper space 4.9 per cent. Circulation had risen 1.7 per cent and cost-per-million had risen 3 per cent.



Spot Radio

In August 1961, the average spot radio campaign cost the advertiser \$101.29 for time costs, compared to \$100 for the same schedule in August 1960. During the same period the 1959-60 time costs increased by 4.5 per cent.



Spot Television

For every \$100 invested in spot television time in August 1960, the advertiser had to increase his appropriation \$4.59 to repeat the schedule in August 1961. This compares with an increase of 11.6 per cent in August 1960 over August 1959.

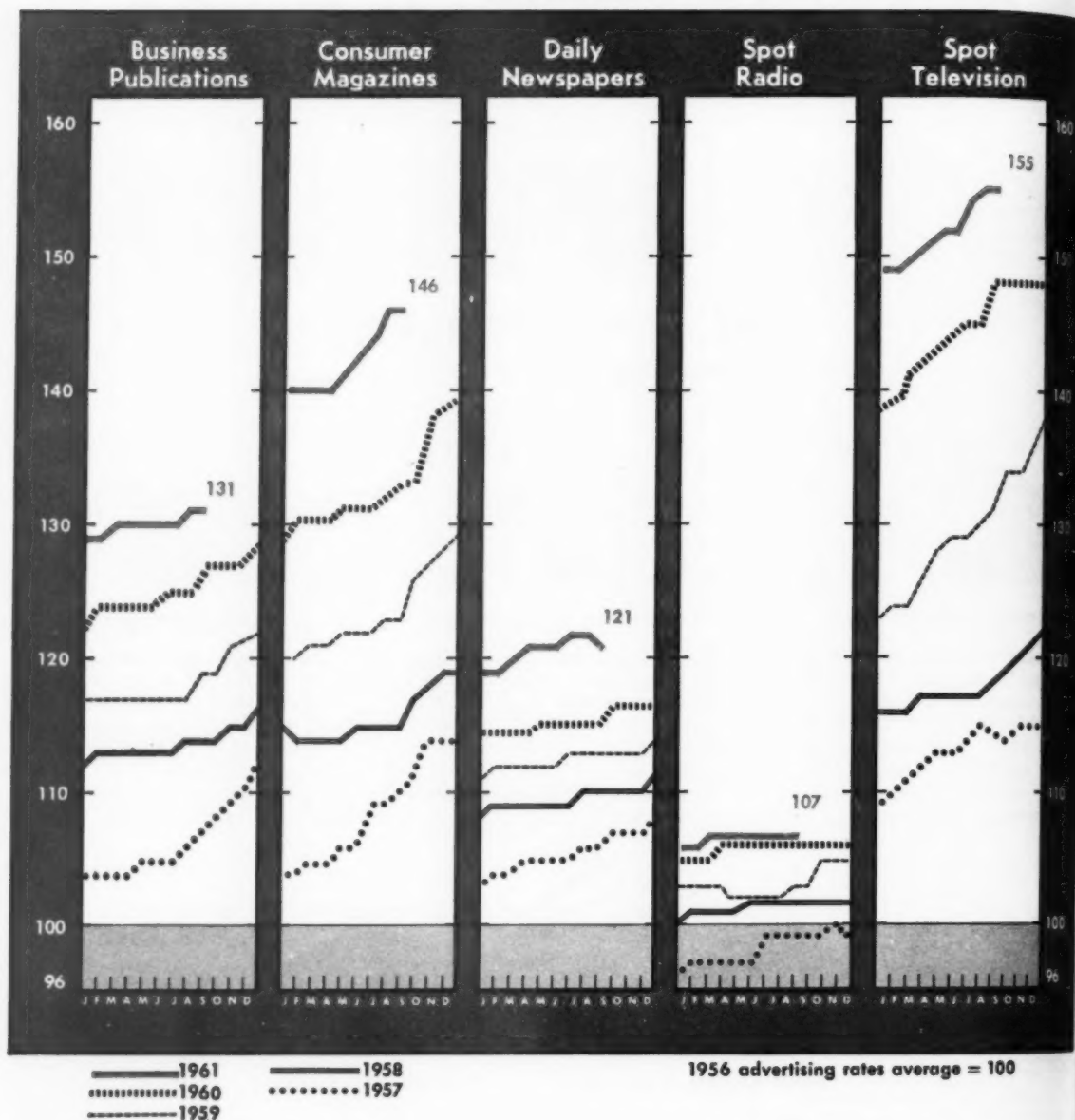
Note: in all meters \$100=unit cost for August 1960

Source: Standard Rate & Data Service, Inc.

Charts and meters may not be reproduced without written permission.

AD RATE INDEXES

Long-term Trends



Business Publications

Business publication space rates in August 1961 were 31 per cent higher than during 1956. Business publication circulation was 17 per cent above the 1956 base, and cost-per-thousand circulation was 12 per cent higher.

Consumer Magazines

Consumer magazine rates in August 1961 were approximately 46 per cent higher than in the 1956 base period. During this time circulation had increased 19 per cent, and cost-per-thousand has increased 22 per cent.

Daily Newspapers

By August 1961 daily newspaper national display rates were 21 per cent above the 1956 base period. Since 1956

circulation had gained 4.8 per cent and the cost-per-million had increased 15 per cent.

Spot Radio

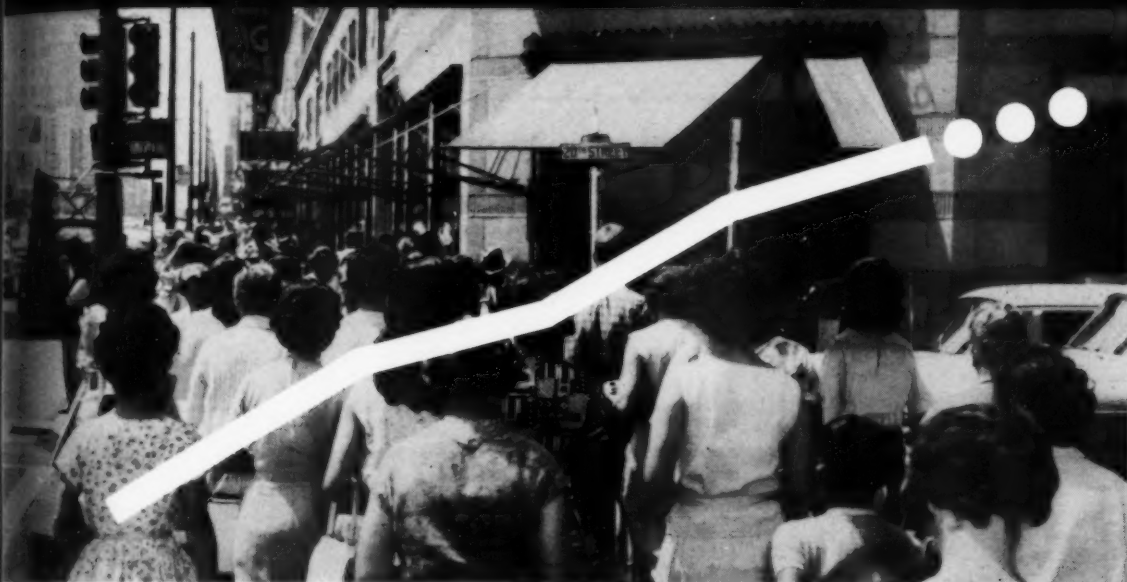
Time charges of a national spot radio campaign of 1956 would in August 1961 have cost the advertiser 7.5 per cent more than during the 1956 period. The August 1960 rates, by comparison were 6 per cent above the 1956 average.

Spot Television

Prime spot television time rates were 55 per cent higher in August 1961 than they were during the 1956 base year. By comparison, the August 1960 rates were up 48 per cent, and the August 1959 rates were 33 per cent over the base period.

Metropolitan OAKLAND **is on the move*

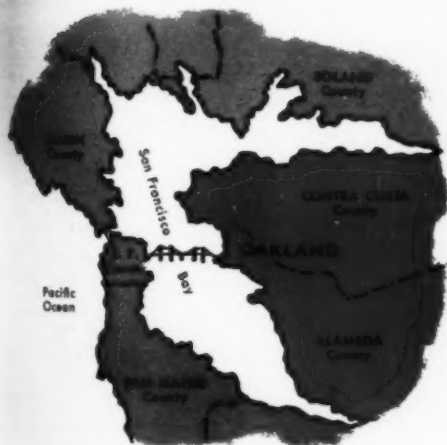
IN RETAIL SALES!



1950-\$1,032,560,000

Source: Sales Management Survey of Buying Power, 1961

1960-\$1,744,150,000



43.8% OF TOTAL RETAIL SALES

in the Six Bay Area Counties

47% OF THE POPULATION

45% OF RETAIL FOOD SALES

48% OF AUTOMOBILE SALES

**REALLY covered by
only ONE newspaper...**

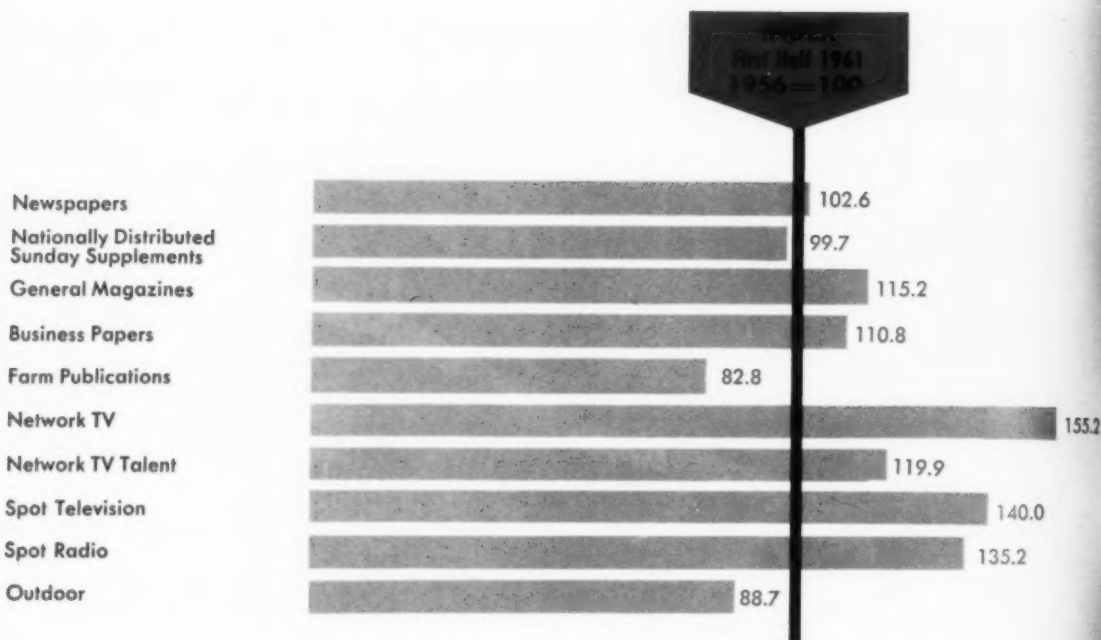
Oakland  Tribune

The greater East Bay (Oakland area) is an entirely separate market from the West Bay (San Francisco area)... with different local editorial interests.

NATIONAL REPRESENTATIVES: Cresmer & Woodward, Inc.
SUNDAY COMICS: Metropolitan Sunday Newspapers, Inc.

Largest Home Delivered Circulation in Northern California!

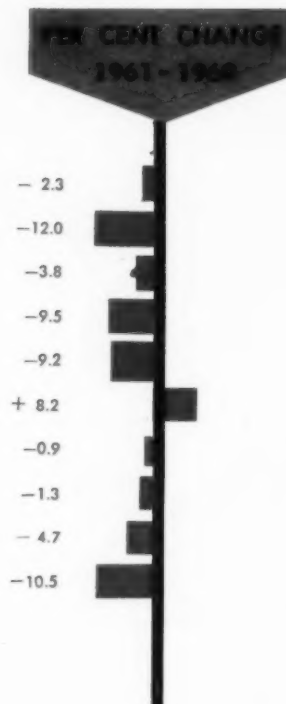
Record of National Advertising Expenditures First Half 1961



First Half 1961	\$ Volume 1961	\$ Volume 1960
Newspapers	\$ 355,344,000	\$ 363,540,000 ^R
Nationally Distributed Sunday Supplements	37,984,000	43,177,000
General Magazines	405,688,000	422,557,000
Business Papers	245,338,000	270,965,000 ^R
Farm Publications	25,599,000	28,197,000
Network TV	363,869,000	336,235,000
Network TV Talent	196,871,000	198,731,000
Spot Television	311,927,000	316,175,000 ^R
Spot Radio	89,644,000	94,060,000 ^R
Outdoor	53,000,000	59,200,000

R = Revised
* Not Available

Data on radio, direct mail, point-of-purchase, transportation, and other media not available quarterly on an adequate basis.



Prepared exclusively for MEDIA/SCOPE by J. K. Lasser & Co. SOURCES: Newspapers: Media Records, Inc. Supplements: Publishers Information Bureau, General Magazines: Publishers Information Bureau, Business Papers: J. K. Lasser & Co. Farm Publications: Farm Publication Reports, Inc. Network Television: LBB. BAR reports from Television Bureau of Advertising, Spot Television: Television Bureau of Advertising, Spot Radio: Station Representatives Assn., Outdoor: Outdoor Advertising Inc. Network TV talent and production: MEDIA/SCOPE.



"I remember when we first moved here, we were worried about there not being anyone for the kids to play with. Now, sometimes I feel as though I'm running a day camp."

New York is city-sized developments springing up overnight where potato fields used to be; shingled communities being carved into woodland hills; tidy Cape Cods filling the empty village lots. And growing with the suburbs in the suburbs—at a faster rate than the suburbs themselves—is The New York Times. In town, out of town, it serves New Yorkers with the most news, sells them with the most advertising. New York is The New York Times.

Scope on People



WAYLAID: Edward Stern, vice president and media director of Foote, Cone & Belding (Chicago), ran into a barrage of pretty models outside his office. The girls, dressed like the September cover girl for the *Ladies' Home Journal*, were part of a crew of 50 in Chicago, 130 in New York, who spent a day distributing information and application blanks for the LHJ-sponsored contest for advertising men.

NOTHING DOES IT for Seven-Up like a new TV show backed by strong bottler tie-ins. Here (left to right) Orville Roesch, assistant advertising manager; Ben Wells, vice president of sales and advertising; and Joe Thus, advertising manager, examine point-of-purchase materials prepared on behalf of the company's new hour-long show, *International Showtime*, to air over NBC Friday nights.



PUTTING ON THE DOG: Neil the St. Bernard dog was enlisted to help merchandise Motorola's portable television despite the 90 degree weather in Chicago. Here, under his cartoon likeness, he poses with (from left) L. P. Stannard, account executive for Outdoor Advertising Inc.; John Wall, account supervisor, Leo Burnett Company; Robert G. Farnsworth, director of advertising, Motorola; Richard Bent, national sales representative, General Outdoor.

COCKTAILS AT THE SUMMIT: Meetings at New York's new Summit Hotel bids fair to become traditional for media presentations. This one was given by KBT Radio, Denver. The participants (from left): Lou West, Gumbinner Agency; Jack Canning, HR Representatives; Jack Smith, BBDO; Anita Wasserman, Gumbinner; George Blinn, Gumbinner.





SOMETHING MISSING . . .

(like California without the Billion-Dollar Valley of the Bees). Your advertising may be going swimmingly in the rest of California, but look at inland California before you leap. Here's a 27-county market with a buying income greater than in 25 different states. And the newspapers that cover this inland market in full strength are The Bees. The Bees also offer three types of discounts.*

Data Source: Sales Management's 1961 Copyrighted Survey



McCLATCHY NEWSPAPERS

NATIONAL REPRESENTATIVES . . . O'MARA AND ORMSBEE

Three types of discounts:

The Bees offer national advertisers discounts on **1** bulk **2** frequency; or **3** standard page discounts. Check O'Mara and Ormsbee for details.





Over 425,000

Awards to Juniors . .

Issued annually for marksman-
ship achievements, under the
supervision of 450,000 adult
male readers!

Write for sample copy.

The **AMERICAN
RIFLEMAN** *Magazine*

SCOTT CIRCLE WASH. 6 D.C.

SYRACUSE, N. Y. BEST TEST MARKET U.S.A.!

The ideal test market
meeting every require-
ment!

Syracuse's position as
America's Best Test Market
is confirmed by an 11-year
continuing study made by
Selling Research, Inc. and docu-
mented by Sales Manage-
ment Magazine.

Plus

unmatched delivery of
1/3rd of New York State.
No combination of media can
deliver comparable coverage
at comparable cost.

**the SYRACUSE
NEWSPAPERS**

SYRACUSE, N. Y.

Represented Nationally by
MOLONEY, REGAN & SCHMITT

TRENDS IN NATIONAL NEWSPAPER ADVERTISING LINAGE

AUGUST and FIRST EIGHT MONTHS 1961 vs 1960

	AUGUST		FIRST EIGHT MONTHS	
	1961 vs 1960 %	% of Total	1961 vs 1960 %	% of Total
GENERAL				
Alcoholic Beverages	-0.1	8.3	-11.4	7.9
Foods	+24.2	14.6	-2.5	14.7
Baby Foods	+40.1	0.3	+18.5	0.4
Baking Products	-2.3	0.9	+9.3	1.8
Beverages	-1.0	2.5	-18.7	2.3
Cereals & Breakfast Foods	-64.8	0.2	-6.4	0.5
Condiments	+8.1	1.4	-15.3	1.0
Dairy Products	+19.5	1.7	+11.7	2.3
Frozen Foods	-50.5	0.5	-25.0	1.0
Meats & Fish	+37.2	1.9	+6.6	1.4
Industrial	-16.9	1.8	-4.2	2.4
Insurance	-11.2	1.2	-7.4	1.7
Medical	+10.4	2.2	-9.7	2.1
Public Utilities	-13.3	2.9	-3.5	2.7
Publishing & Media	-18.5	7.6	-8.5	8.5
Radio, TV & Phonographs	-23.7	0.5	-22.2	0.8
Sporting Goods, Cam. & Photo. Suppl.	+25.8	1.1	-44.0	0.7
Tobacco	-23.9	4.7	-19.0	3.6
Toilet Requisites	-22.4	3.0	-15.6	3.0
Dentifrices	-29.5	1.1	-36.8	0.5
Men's Toiletries	-30.8	0.3	-23.7	0.5
Perfumes & Cosmetics	-27.4	0.8	-19.8	1.2
Toilet Soaps	-39.2	0.1	-26.2	0.2
Transportation	+13.8	13.7	+10.5	12.8
Airways	+18.2	9.9	+18.6	9.9
Bus Lines	+119.6	0.7	-12.2	0.5
Railroads	-17.8	0.6	-6.8	1.0
Steamships	-10.0	1.4	-5.5	1.1
Tours	+8.7	0.9	+0.2	0.9
Wearing Apparel	-16.6	2.1	+3.8	1.3
TOTAL GENERAL	-2.1	76.3	-7.1	76.1
AUTOMOTIVE				
Gasolines & Oils	+25.9	4.0	+62.5	4.4
Passenger Cars—New	-38.1	6.8	-28.9	11.0
Tires & Tubes	+38.0	3.5	+21.5	2.3
Trucks & Tractors	+110.9	0.7	-9.0	0.3
TOTAL AUTOMOTIVE	-7.6	23.7	-11.6	23.9
TOTAL GENERAL AND AUTOMOTIVE	-3.5	100.0	-8.2	100.0

Prepared exclusively for Media/scope by Media Records, Inc.



Let's EXPLODE old theories about Florida

To begin with — Tampa is the *big half* of the Tampa-St. Petersburg Metropolitan market. Population now 294,000, and Retail Sales \$490,350,000 — 52% more than St. Petersburg.

The Tampa Tribune and Tampa Times low-cost combination — gives you nearly 100% average daily household coverage of Tampa, Brooksville, Lake Wales, Sebring and Winter Haven; 98% of Plant City; 56% of Lakeland; 49% of Bradenton; 40% of Clearwater; 29% of Sarasota and 20% of Gainesville . . . and 20% to 100% of seven others.

Merchandisable* household coverage in 18 Key Florida Cities — plus 42% average daily household coverage in 25 big, Florida counties! **Tampa T'n T deserves a spot in your TOP SCHEDULES!**

*20%-100% daily household coverage. Market data from SM 1961 Survey of Buying Power. Circulation, ABC, 3/31/61.

Note: Pinellas County figures less City of St. Petersburg.

THE **Tampa**  **Tribune**
Times



Represented Nationally by Sawyer-Ferguson-Walker Company

VIDEODEX NATIONAL RATING ANALYSIS

TOP FIVE PROGRAMS DAILY *

August 1-7, 1961

Show	Rating	Network	Sponsor	Show	Rating	Network	Sponsor
SUNDAY				THURSDAY			
1. Ed Sullivan	20.2	CBS	Eastman Kodak	1. Untouchables	20.4	ABC	Liggett & Myers, Schick, Armour, Beecham
2. Family Classics	19.0	CBS	Breck				Chevrolet
3. Holiday Lodge	18.0	CBS	Lever Brothers	2. My Three Sons	19.2	ABC	Procter & Gamble
4. The Rebel	17.9	ABC	Liggett & Myers	3. Real McCoys	18.3	ABC	
5. Dennis The Menace	17.1	CBS	Best Foods	4. Summer Sports Spectacular	16.2	CBS	Bristol-Myers
MONDAY				5. Silents Please	14.0	ABC	Campbell Soup, Rolston
1. Glenn Miller	18.0	CBS	General Foods	FRIDAY			
2. Ann Sothorn	16.2	CBS	General Foods	1. 77 Sunset Strip	19.8	ABC	American Chicle, American Home, Beecham, R. J. Reynolds, Simonize, Carling, Alberto-Culver
3. Bringing Up Buddy	15.6	CBS	Scott				Bristol-Myers, Philip Morris, Nabisco
4. Peter Gunn	15.0	ABC	R. J. Reynolds, Lehn & Fink, Polk, Mennen, Procter & Gamble	2. All Star Football	17.6	ABC	R. J. Reynolds, Simonize, Carling, Alberto-Culver
5. Cheyenne	14.7	ABC		3. Rawhide	16.3	CBS	Bristol-Myers, Philip Morris, Nabisco
TUESDAY				4. Flintstones	15.9	ABC	R. J. Reynolds, Miles Labs
1. Thriller	17.8	NBC	Helene Curtis, Beech-Nut, American Tobacco	5. Route 66	14.5	CBS	Chevrolet, Philip Morris
2. Playhouse 90	16.5	CBS	Procter & Gamble, Lorillard, Bristol-Myers, Star Kist, S. C. Johnson	SATURDAY			
3. Rifleman	15.6	ABC	Procter & Gamble	1. Gunsmoke	25.0	CBS	Liggett & Myers
4. Dobie Gillis	14.4	CBS	Pillsbury	2. Have Gun, Will Travel	23.1	CBS	Lever Brothers
5. Comedy Spotlight	14.2	CBS	Quaker	3. Checkmate	18.0	CBS	Brown & Williamson, Lever Brothers
WEDNESDAY				4. Perry Mason	17.8	CBS	Colgate, Drackett
1. Price Is Right	20.7	NBC	Lever Brothers	5. Fight of the Week	15.0	ABC	Dutch Masters, Cigar, Gillette, Miles Labs
2. Wagon Train	18.6	NBC	Revlon, Nabisco				
3. I've Got A Secret	17.9	CBS	Bristol-Myers				
4. Naked City	16.2	ABC	Brown & Williamson, Bristol-Myers, Du Pont, Warner				
5. Mystery Theatre	15.0	NBC	Kraft				

* Figures indicate percentage of all TV homes viewing program in question at its time period in market areas covered. It is a measure of audience.

TV's Favorite 15 Evening Programs as Measured by TvQ

August 1961 (all terms in percentages)

Rank	Program	Total U.S.A.		East		Midwest		South		Far West	
		Fam.	TvQ	Fam.	TvQ	Fam.	TvQ	Fam.	TvQ	Fam.	TvQ
1	Bonanza	72	50	67	38	70	50	81	58	72	55
2	Real McCoys	89	45	88	38	92	43	88	55	87	45
3	My Three Sons	71	43	70	37	72	44	69	42	75	57
4	Gunsmoke	87	42	84	37	86	44	91	49	85	53
4	Wagon Train	90	42	86	38	89	40	93	50	92	47
6	Flintstones	73	41	74	40	75	43	66	39	75	45
7	Perry Mason	83	40	85	39	81	40	86	40	80	42
8	Rawhide	75	38	67	28	74	37	81	48	77	54
9	Route 66	70	37	66	35	69	32	78	49	68	50
10	Candid Camera	81	35	83	35	83	32	78	38	75	54
10	CBS Reports	60	35	60	32	57	37	66	35	54	54
10	Checkmate	67	35	67	35	63	29	72	40	68	55
10	Father Knows Best	87	35	86	35	89	37	88	34	86	55
10	Rifleman	81	35	79	29	83	35	80	42	82	55
10	Robert Taylor-Det.	65	35	66	33	66	36	65	36	64	53
10	Thriller	58	35	65	37	52	26	64	39	51	57
10	Untouchables	74	35	78	35	73	35	70	35	73	55
10	Walt Disney Presents	83	35	83	31	82	36	80	34	89	48

Familiarity: The proportion of respondents with any opinion about a program. This measures the awareness of the program.

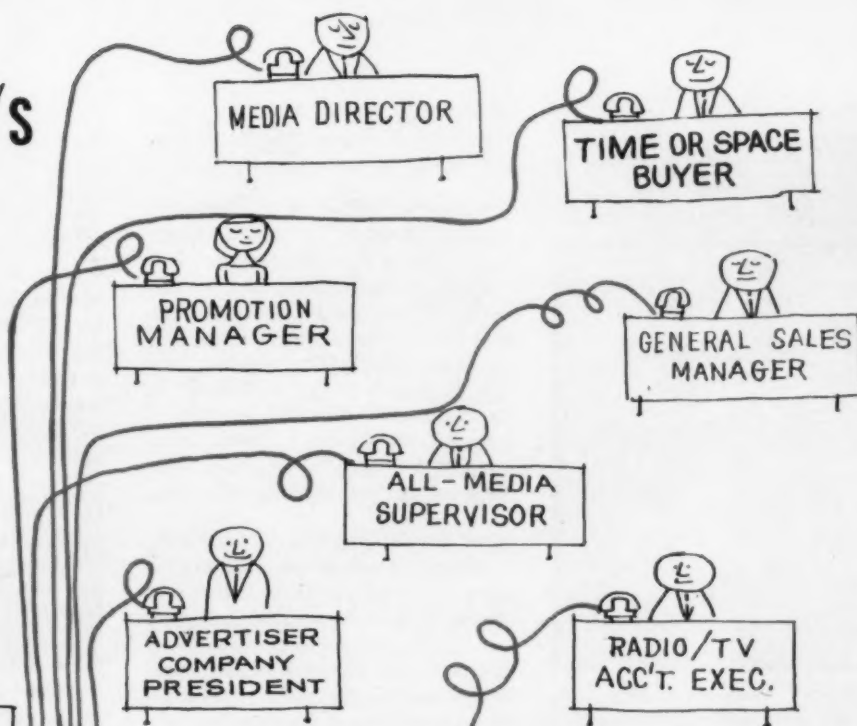
TvQ Score: A qualitative measurement of the degree of enthusiasm for a program. This score is determined by dividing the per cent saying that a show is "one of my favorites" by the per cent to whom the show is familiar.

TvQ, a division of Home Testing Institute, measures the intrinsic appeal of programs — not the size of audience. It is a measure of preference.

For Wed Fam. Td	
72	53
87	45
75	51
85	33
92	41
75	45
80	42
77	34
68	30
75	34

54	34
68	35
86	33
82	33
64	33
51	39
73	23
89	40

DIAL M/S FOR SPACE AND TIME BUYING



MYSTERY:

How can a Newspaper, Magazine or Business Publication, Radio or TV Station, or any medium, single out, among thousands of advertising people only *those* responsible for the purchase of advertising . . . and reach them with a media message?

CLUE:

There is a magazine edited for people who buy or influence the purchase of advertising; its circulation is concentrated exclusively among those active in making media-buying decisions. It provides a direct line to these decision-makers — Time Buyers, Space Buyers, All-Media Directors, Advertising Managers — whatever their title, wherever they are in agencies or advertiser companies. At the same time, this magazine eliminates people whose interests lie elsewhere.

SOLUTION:

Advertise in *Media/scope*

Following the widely-acclaimed Daniel Starch article, "Measuring Product Sales Made by Advertising" in the September *Media/scope*, are two invaluable studies in the October issue: "Chicago — The Market and Its Media," covering radio, TV, newspapers, outdoor and other media as well as the entire Chicago market . . . PLUS "Refresher Course in TV Advertising" — updating the TV basics with new methods — Both in the October *Media/scope*.



Media/scope®

Member, Business Publications Audit of Circulation, Inc.

published by Standard Rate & Data Service, Inc.

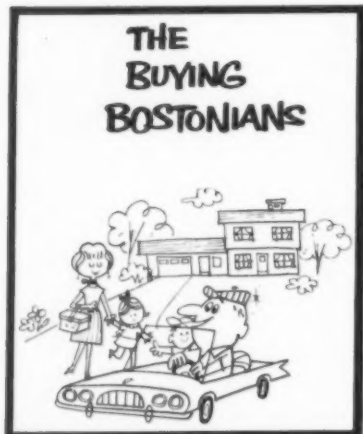
WALTER E. BOTTHOF, Publisher

5201 Old Orchard Rd., Skokie, Ill.

420 Lexington Ave., New York 17, New York

Don Harway & Co., 336 North Central Ave., Glendale 3, Calif.

The Boston Globe's "The Buying Bostonians" summarizes findings of the New Boston Study, conducted by Carl J. Nelson Research with consultation of the Advertising Research



Foundation. Personal survey compares net daily adult readership and Sunday adult readership of major Boston newspapers by age, sex, number of children, occupation, and income. This is a summary of a larger report, "The New Boston."—A.

Avery-Knodel uses an actual product situation to show dollar for dollar, spot for spot, and home for home, the advantage of using its combination ("KOMBO-TV") of KWWL-TV, Waterloo-Cedar Rapids, and KMMT-TV, Austin-Mason City-Rochester. Stations can now be bought together on one rate card with one billing. Report, "KOMBO-TV... Midwestern Market That's Come of Age," maps the "station's" coverage area, adds up its vital population and sales statistics, and gives working hours of business and industry and shopping nights of the area's retail chains.

Another report stresses industry and agriculture in the area served by WMAZ, Macon, Ga. Booklet spotlights diversified economy of Bibb County, home of 175 factories producing everything from pillows to navy fuses. Two new "giant" shopping centers and 1,000 new homes are also in the works to care for a metro area population expected to exceed 200,000 by 1970. Report also

describes WMAZ's programming, personalities, audience, rates, and merchandising support.—B.

Fortune's 1,200-page "Plant and Product Directory" of the 500 largest U. S. industrial corporations lists 10,000 plants by state and county, with address, number of employees, and SIC code of each item produced by each plant. Other listings give similar data arranged alphabetically by product category and by name of parent corporation. Plants listed account for 60 per cent of U. S. industrial production. \$75.—C.

Gulf Publishing Co. notes buying influence of seven job functions on each of 36 equipment categories used by the hydrocarbon processing industry. That's just one page of its "1962 Market Data & Facts" book. Other pages describe the industry as made up of refining, gas processing, and petrochemicals, and give outlook and operational rundown on each. Among the facts: Cost of industry equipment is \$90,000 per man — highest capital expenditure of any manufacturing industry. World-wide capital spending of \$4,100 million is planned for 1962. World-wide maintenance alone exceeds \$1,200 million a year. More than 3,000 different chemicals are derived from petroleum, of which 300 are important commercially. In the U. S., refining capacity should increase 65 per cent by 1975.

Another new report for *World Oil* gives similar voluminous data on the exploration, drilling, and production ends of the oil and gas industry.—D.

KNXT, Los Angeles. The heaviest using third of Los Angeles aluminum foil users accounts for 72.6 per cent of total foil sales, according to an American Research Bureau study correlating TV viewing with purchasing habits. KNXT reaches 94 per cent of these prime foil prospects each week. Similar findings were made for several other products by relating their heaviest users to weekly cumulative audience data for each of Los Angeles' seven TV stations. Overall results indicate that one-third of Los Angeles' shoppers account for at least

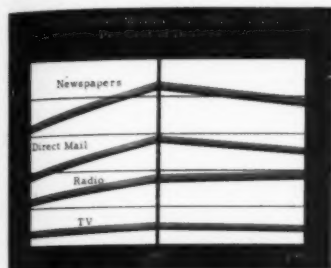
two-thirds of most food and drug buying. ARB made cross tabulations of viewing data and purchasing habits of women, of new product triers, and of new product repeaters, as well as of heavy users.—E.

The Chicago Tribune reports number of Chicago households purchasing each of 39 different products and services during the past year, and their coverage by each of Chicago's daily and Sunday newspapers. Other areas reported in "Market Power: Chicago" include each paper's coverage of men, women, and "true housewives," by income, occupation, education, age, race, and household location and tenure. Report also gives household coverage by newspaper combinations and the answer to: "Which Chicago newspaper's advertisements do you feel are most helpful for your shopping information?"—F.

Reader's Digest. Ninth edition of "Characteristics of Primary Households and Readers" shows circulation of the *Digest*, *Life*, *Saturday Evening Post*, *Look*, *Ladies' Home Journal*, *McCall's*, *Better Homes & Gardens*, *Good Housekeeping*, and *Time*, by sex, age, income, education, occupation, life stage, duration of marriage, household size, and households by region and by metro and non-metro areas. Circulation is also given by ownership and recent purchase of autos and appliances, weekly grocery expenditures, type of dwelling, recent home improvement, recent change of residence, recent travel, recreation habits, and ownership of various types of recreation equipment.—G.

The Saturday Evening Post and Building Materials Merchandiser (sponsored jointly). Seventy-six per cent of U. S. lumber and building material dealers surveyed report advertising in local newspapers, with 49 per cent using direct mail and some 35 per cent using radio. "Regular" advertisers report spending 2.3 per cent of sales on advertising, but a median 1960 expenditure of some \$2,000 per dealer. Median sales vol-

time of dealers was \$310,000 last year, says "Profile of Broad Line Building Material Dealers," and those with highest sales tend to be located in downtown and suburban areas. Among trend derived from comparison with similar studies in 1954 and 1957: Builders and home owners account for 88 per cent of sales, compared to 78 per cent in 1957; a higher proportion of dealers are selling most major lines of everything



from appliances to power tools and prefabricated buildings. Two-thirds of the dealers help customers arrange construction and mortgage financing; nearly a third build new homes themselves. \$1.00.—H.

J. Walter Thompson Co. New Consumer Index on India, largest market in the Free World, covers 504 cities and towns of more than 20,000 persons. Data for each city includes population, number of literates, and number of radio sets, private cars, banks, doctors, and dentists. Report also indicates differences in purchasing power from market to market "which could not be discerned by comparing populations." \$3.—I.

Advertising Research Foundation. There are 6.4 million households with two or more television sets among the 47,720,000 U.S. TV households reported by "National Survey of Television Sets in U. S. Households—May 1961." Figures, based on the Census Bureau's Current Population Survey, show an increase of 42 million TV households since 1950. By this May, 164 million persons (92.5 per cent of the U. S. population) were members of TV households. Report includes data on urban and rural residence, inside and outside Standard Metropolitan Areas,

type and size of households, telephone and non-telephone households, census geographic regions and divisions, and Nielsen TV Index territories. \$5.—J.

Magazine Advertising Bureau of Canada reports lineage and dollar investments carried by 11 magazines during the second quarter of 1961. "Canadian Magazine Advertising Summary" shows lineage for each issue of each magazine, advertising by product category, advertising by month by individual advertisers, and lineage and expenditure by account in all issues of each magazine during the entire first half of 1961. \$25.—K.

Plastics Design & Processing. First edition of its new information file includes complete data on some 26 separate facets of the new magazine's operation and purpose. Among them: Description and significance of its market to advertisers; analysis of editorial content, features, and policies; sources of circulation development and how it is verified; special services. First issue of the magazine, designed to "bridge the gap between plastics raw materials and their end uses" appeared in April.—L.

Television Advertising Representatives. March brand use figures for seven product categories in eight

markets are available, allowing comparison with similar data taken in July 1960 for cigarettes, beer and ale, and gasoline in five of the markets. Comparisons show gains for non-

USAGE OF MARGARINE

March 1961	
Boston	54.7%
Baltimore	74.9
Washington	81.3
Charlotte	93.1
Jacksonville	87.9
Pittsburgh	80.2
Cleveland	80.3
San Francisco	65.4

filter cigarettes, particularly among men, and wide variations in brand preference among all markets. In Charlotte, for instance, 93 per cent of the families reported using margarine, against 55 per cent in Boston. Other markets covered are Baltimore, Washington, Jacksonville, Pittsburgh, Cleveland, and San Francisco. Other products are cold remedies, headache remedies, and hot cereals. —M.

Requests for these studies will be forwarded by MEDIA/SCOPE to the firms that published them. These firms will then send studies directly to the requestors, with appropriate invoices for any stated charges. ■

WANT ANY OF THESE REPORTS?

If you want copies of any of these reports, fill in coupon and send to Editor, MEDIA/SCOPE, 420 Lexington Ave., New York 17.

Circle letter of reports wanted: A B C D E F G H I J K L M N O P Q R S T.

Your Name and Title: _____

Company: _____

Address: _____

10

PROMOTIONS AND PRESENTATIONS

Look's new color film, "Assignment: People," follows its editor and photographer on their coverage of Berlin last winter, as they prepared their article, "Berlin: Will We Fight for This Tormented City?" Among highlights of the 20-minute picture are sequences of U. S. troops training in the encircled city, civilian life in both sectors, and interviews with Mayor Brandt and the U. S. Com-

mandant. Film will be available to schools and civic groups following its tour of U. S. advertising centers.

Television Information Office explains the history, operations, accomplishments and problems of commercial television in "Television in the U. S. A.," a four-part slide presentation designed to help TIO's sponsors inform the public. Sponsors, some 155 TV stations, the networks, and the National Association of Broadcasters, are now showing

three of the sections, "Dimensions," "Programming," and "In the Public Interest," to schools, service clubs, and civic groups in the communities they serve. Fourth section, now in production, is "Advertising." Material for each 25-minute section includes color slides, script, background material, and illustrated scripts for audience distribution.

Saturday Evening Post. Personalities, product demonstrations, giveaways, contests, fashion shows, flower shows, hobby shows, and "entertainment from morning till night" are among activities designed to put showmanship into selling and turn shopping centers into 10-days' carnivals under the *Post's* new Shopping Center Marketing Program. First shopping center to get the treatment was Boston's Northshore, with an average weekly traffic of 200,000 shoppers. The "New Adventure in Shopping" began September 11, timed for introduction of the new *Post*, and was backed by newspaper and radio advertising. *Post* suggests that advertisers try out new products, new display ideas, and send sales and advertising personnel for indoctrination. *Post* also plans to conduct market surveys among the crowds.

The New York Times lists 1960 registrations of new imported cars by state, by make, and by make in each of the top 30 U. S. markets. Brochure, "Sell Where the Selling is Best," also shows registrations by make in each county in the New York market. Booklet points to last year's 18 per cent drop in U. S. foreign car sales, compares it to New York City's sales gain of 720 cars, and the slight 1.8 per cent drop for the total New York market.

Overview urges advertisers to recognize three major changes in the educational market. First is the growing consolidation of public school districts, resulting in greater concentration of buying power among fewer and larger districts, each served by more administrators. Second change is the increasing use of special equipment — closed circuit television, language labs, tape recorders, and teaching machines. Third is the change in building design to meet demands of new teaching techniques, such as the core curriculum and ungraded classes.

TO SELL

CHURCHES • SUNDAY SCHOOLS • SEMINARIES AND OTHER CHURCH-RELATED SCHOOLS • CHURCH-CONTROLLED MEDICAL AND WELFARE INSTITUTIONS . . . i.e., THE PROTESTANT CHURCH MARKET

ADVERTISE IN



CHRISTIANITY TODAY

COVERAGE — 180,000 ministers and lay leaders in all major denominations, including executives and board members of schools and church controlled institutions

NO-WASTE CIRCULATION — Every reader a buying influence

READERSHIP — Highest readership among religious magazines

Write today for market folder "The Protestant Church and Institutional Market" with pertinent information, circulation and editorial analysis, rates and data.

CHRISTIANITY TODAY Dept. M
Washington Building, Washington 5, D. C.

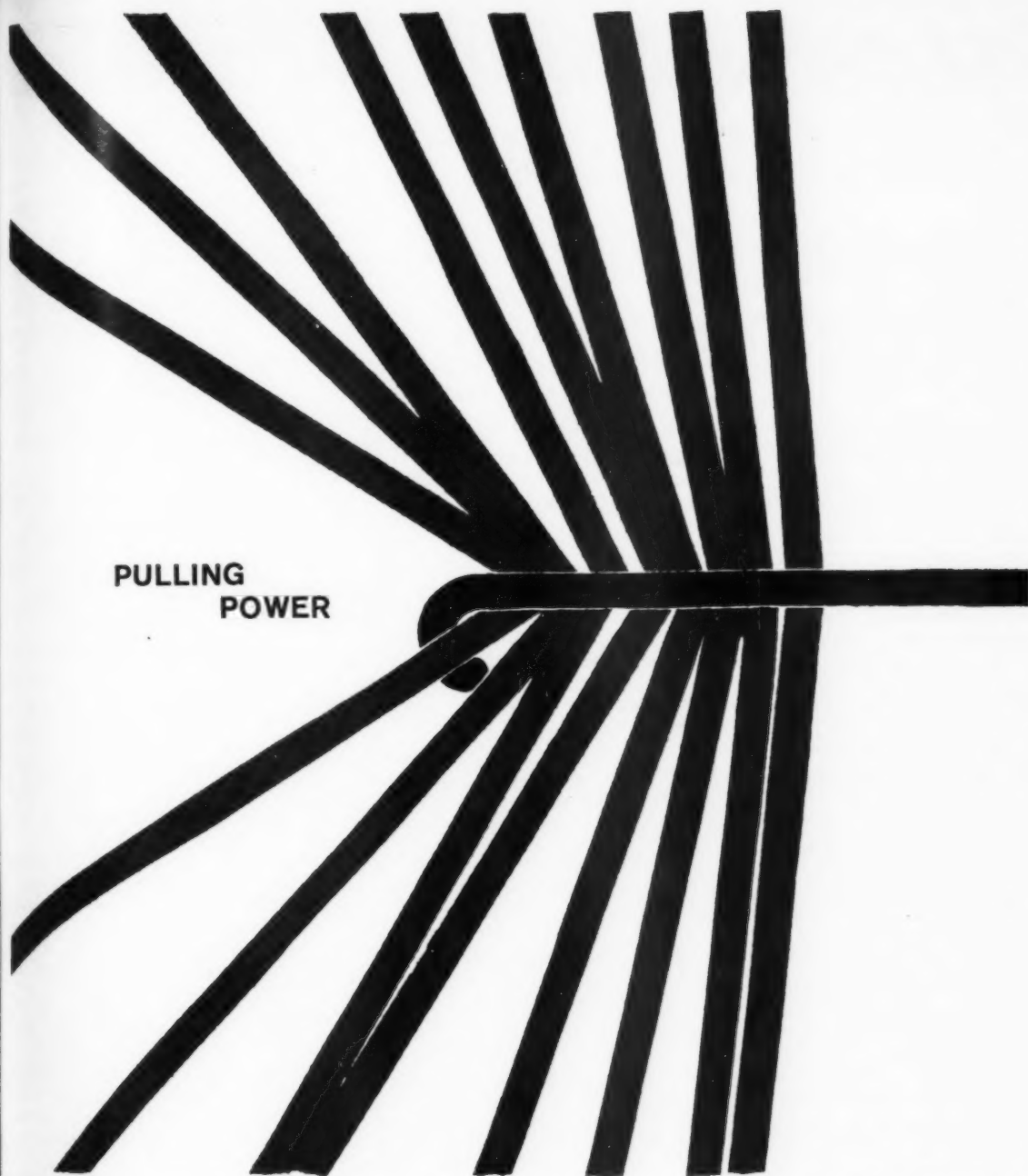
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, October 1961



**PULLING
POWER**

To sell Detroit, buy The News! Here's why: • Advertising in The News gets results because it goes into 4 out of 5 metropolitan area homes that get a Detroit newspaper • Advertising in The News is read by both husband and homemaker at home, where family shopping decisions are made • Advertising in The News goes into 73% of metropolitan Detroit homes where income exceeds \$7,000; and 74% of those where income exceeds \$15,000.* To sell Detroit effectively, at the lowest milline rate available in the nation's top five markets, just use The News.

*Sixth Quinquennial Survey of the Detroit Market, 1961

The Detroit News

New York Office: Suite 1237, 60 E. 42nd St. • Chicago Office: 435 N. Michigan Ave., Tribune Tower • Pacific Office: 785 Market St., San Francisco • Miami Beach: The Leonard Co., 311 Lincoln Road

Media/Scope, October 1961

“I’m wondering what in the world I’m going to do with \$170 million in railroad securities.”

—Lucius Hallett, Financial Secretary, New England Mutual Life Insurance Co., as quoted in *Traffic World*

“For the last twelve years,” said Mr. Hallett, speaking at a conference on transportation mergers and acquisitions, “railroads, truck lines, airlines and even pipelines have had to scramble for money, sometimes paying very high interest rates for what they could get, and often getting none at all.

“We have \$170 million of railroad stocks in our portfolio right now, which at the present market would bring only \$35 million.

“We have a substantial interest in what the railroads are doing, both for ourselves and for the protection of their many stockholders.”

Saying that even railroad equipment trust issues, once thought to be absolutely safe, were now suspect, Mr. Hallett gave two reasons for the railroads’ bleak prospects: too much plant, and too much Government regulation.

While not a few economists and almost all railroad men will disagree with the thesis that there are economic limits on the size of railroads, few will disagree that the railroads and other carriers have economic problems stemming at least in part from a regulatory climate created some 60 years ago when there were no trucks, pipelines or airlines, and variously patched up during the intervening years.

Although attention generally cen-

ters on the railroads, professional transportation men are well aware that all forms of regulated transportation are encountering serious problems in increasing numbers. The implications for national defense and for the economy itself are serious ones.

Having observed and recorded the national transportation scene for fifty-four years, *Traffic World* can say with some authority that the common carrier system of the United States has tremendous resources and capacity which are vital to the national economy and defense; and the common carriers’ problems are problems which concern all of us, both as investors and as individuals.

Serving the extensive and highly specialized informational needs of transportation management has been the function of *Traffic World* each week for fifty-four years. In 1960, *Traffic World*’s 4800-plus pages of editorial text reported factually and in detail on all the major transportation issues and developments of the day: financial, legislative, regulatory and judicial.

Service to readers is reflected in service to advertisers who have a variety of objectives: influencing transportation policies, promoting sales of transportation services and equipment, building prestige in transportation-financial circles.

TRAFFIC WORLD the weekly newsmagazine of transportation management
Stamford • Chicago • Atlanta • Palo Alto • Washington, D. C.

For more information see *Traffic World* Service-Ad, Class. 148, Standard Rate & Data

Media/dates

OCT.

- 6-8: American Women in Radio and Television, New York State Conference, Hotel Wildmere, New Paltz, New York.
- 6-9: Mail Advertising Service Assn., International, Statler-Hilton, New York.
- 7-8: National Federation of Advertising Agencies, Statler-Hilton, Washington, D. C.
- 10-13: Direct Mail Advertising Assn., Statler-Hilton, New York.
- 12-13: American Assn. of Advertising Agencies, Ambassador West, Chicago.
- 12-13: Junior Panel Outdoor Advertising Assn., Sheraton Hotel, Chicago.
- 13-15: National Federation of Advertising Agencies, Miramar Hotel, Santa Monica, Calif.
- 15-17: Inland Daily Press Assn., Drake Hotel, Chicago.
- 15-18: American Assn. of Advertising Agencies, Hotel del Coronado, Coronado, Calif.
- 16: National Association of Broadcasters, Sheraton-Dallas, Dallas.
- 16-17: Boston Conference on Distribution, Statler-Hilton, Boston.
- 16-17: Agricultural Publishers Assn., Chicago Athletic Assn., Chicago.
- 18: Associated Business Publications, The Drake, Chicago.
- 19-20: Audit Bureau of Circulations, Drake Hotel, Chicago.
- 20: National Association of Broadcasters, Sheraton Palace, San Francisco.
- 22-27: Outdoor Advertising Assn. of America, Diplomat Hotel, Hollywood-by-the-Sea, Fla.
- 24: Radio and Television Executives Society, Opening Session, Time Buying and Selling Seminar, Columbia Broadcasting System, N. Y.
- 26-28: Mutual Advertising Agency Network, Palmer House, Chicago.
- 27-29: American Women in Radio and Television, Southwest Conference, Sheraton-Charles Hotel, New Orleans.

NOV.

- 2-3: American Marketing Assn., Radisson Hotel, Minneapolis.
- 6-8: Broadcasters’ Promotion Assn., Waldorf Astoria, N. Y.
- 7-9: Point-of-Purchase Advertising Institute Symposium and Exhibit, McCormick Place Exhibition Center, Chicago.

"SELL US ON SUNDAY" says BUFFALO

**303,666 FAMILIES IN THE BUFFALO MARKET
BUY THE SUNDAY COURIER-EXPRESS...**

... that's the largest circulation of any newspaper—daily or Sunday—in New York State outside metropolitan New York City. Western New York families look forward to Buffalo's **ONLY** Sunday newspaper for their week-end news, and their favorite features (color comics, Sunday Pictorial, Parade, American Weekly, plus a host of other popular editorial features of real local interest.) In fact, these readers spend over three million dollars annually for the Sunday Courier-Express.

Knowing this, businessmen place the equivalent of 85 pages of advertising in the Courier-Express on a typical Sunday. Take your cue from the advertisers who know the market best... schedule the Sunday Courier-Express and the Morning Courier-Express to reach the families of Western New York when they want to be sold!



**ROP COLOR
7 DAYS**

Represented Nationally
By:
Newspaper Marketing
Associates

New York
Chicago
Philadelphia
Detroit
Los Angeles
San Francisco

*You need the Seattle
Post-Intelligencer to
cover the rich*

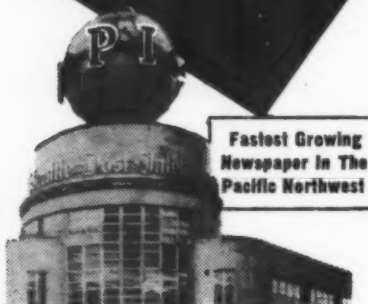
Seattle Standard Metropolitan Area

The Seattle Standard Metropolitan Area, the hub of the rich 20-County Market, is an area of 1,126,200 ready-to-buy people—nineteenth in size in the entire nation.

In general merchandise sales it hits a high mark of \$307,694,000—almost the total of the Portland, Spokane and Tacoma markets combined. General merchandise sales per household total \$805. This is \$249 more than the average of the Pacific Coast.

This rich, growing market is a definite must on your advertising schedule. And to cover it adequately, you must use the *Seattle Post-Intelligencer*, which gives you a 43% coverage in this entire vital area, as well as a 50% coverage in the Seattle City Zone and TWICE the coverage of Seattle's evening paper in the remainder of the Seattle 20-County Market.

The Seattle Post-Intelligencer



**Fastest Growing
Newspaper in The
Pacific Northwest**

REPRESENTED NATIONALLY BY HEARTY ADVERTISING SERVICE
Daily 219,531 • Sunday 250,904

PERSONNEL CHANGES

NAME	FORMER COMPANY AND POSITION	NEW COMPANY AND POSITION
AGENCIES		
Gerald C. F. Allen.....	Advertising Analysis, Inc., Chicago, V.P., Dir.	William Hart Adler, Inc., Chicago, V.P., Media Resch.
Lyle Blahna.....	MacManus, John & Adams, Inc., Bloomfield Hills, Head, Mktg., Resch., Merch.	MacManus, John & Adams, Inc., Bloomfield Hills, Head, Mktg. Resch., Merch., Media
Frank A. Collins.....	Young & Rubicam, Ltd., Toronto, V.P., Media	Young & Rubicam, Ltd., Toronto, V.P., Media- Programming
James B. Daly, Jr.....	Saab Motors, Inc., Adv. Mgr.	Lambert & Feasley, Inc., Marketing Resch Dept., In Charge of Media Research
Francis P. Delaney.....	Lennen & Newell, Inc., Bus. Mgr., Radio, TV Program Dept.	Fuller & Smith & Ross, Inc., Media Buyer
Gordon R. Fahland	Young & Rubicam, Inc., L. A., Sr. Media Buyer	Young & Rubicam, Inc., L.A., Media Director
A. W. Fargo, Jr.....	Charles W. Hoyt Company, Inc., V.P.	Charles W. Hoyt Company, Inc., Exec. V.P.
David E. Gillespie	KLM Royal Dutch Airlines, Canadian Marketing Research Mgr.	The Baker Advertising Agency, Ltd., Toronto, Dir. of Media
Norman Glenn	Young & Rubicam, Inc., N.Y., V.P., Acct. Supv., TV-Radio	Young & Rubicam, Inc., N.Y., V.P., Assoc. Dir., TV-Radio
Bill Graham.....	Erwin Wasey, Ruthruff & Ryan, N. Y., Time Buyer	Smith/Greenland Co., Media Buyer
Robert H. Gruskay.....	WHNB-TV, New Britain, Acct. Exec.	Wilson, Haight & Welch, Inc., Hartford, Media Exec.
John G. Keane.....	Booz, Allen & Hamilton, Chicago, Mktg. Consultant	Needham, Louis & Broth, Inc., Resch. Supr.
Samuel Leddy.....	Lambert & Feasley, Inc., Media Group Supv.	Lambert & Feasley, Inc., Assoc. Media Dir.
Peter T. McLean.....	Doherty, Clifford, Steers & Shenfield, Inc., Asst. Broadcast Buyer	Doherty, Clifford, Steers & Shenfield, Broadcast Buyer
Dr. Jaye S. Niefeld.....	Clinton E. Frank, Inc., Chicago, Marketing Director	Clinton E. Frank, Inc., Chicago, V.P., Marketing Director
Crawford Paton	Marplan, Sr. V.P.	Marplan, Sr. V.P., Mgr., N.Y. Office
Murray Roffis	McCann-Erickson, Media, Supv.	Norman, Craig & Kummel, Asst. V.P., Media Dir.
Dr. Robert C. Sorensen.....	D'Arcy Advertising Company, Dir. of Resch.	D'Arcy Advertising Company, Vice President Dir. of Resch.
ADVERTISERS		
Lawrence W. Bruff.....	Liggett & Myers, Dir., Adv.	Liggett & Myers, V.P., Adv.
William N. Farlie.....	Esso Standard Region, Humble, Oil & Refining Co., Mgr., Operations Adv., Sales, Prom., N. Y.	Humble Oil & Refining Co., Esso Standard Region Coordinator, Adv., Sales Prom., N.Y.
Robert W. Hubner.....	International Business Machines, Exec. Asst. to Chairman of Board	International Business Machines, Dir., Mktg. Services
Tad Jeffery.....	Bulova Watch Co., V.P., Dir. of Adv.	General Foods, Jell-O Div., Mgr., Adv., Merch.
Max G. Kocour.....	Young & Rubicam, Inc., Chicago, Acct. Supv.	Simoniz Co., Chicago, Dir. of Adv.
William A. Russell.....	Norton Company, Worcester, Mass., Mgr., Field Sales	Miniature Precision Bearings, Inc., V.P., Marketing
Norman Skier.....	DuMont Emerson Corp., DuMont Div., Merch. Mgr.	Fedders Corporation, Adv., Merch. Mgr.
Harold H. Webber.....	Cowles Magazines & Broadcasting, Inc., V.P., Dir.	Lever Brothers, V.P., Consumer Relations

it's

NEW!



WRITE FOR YOUR COPY

Advertising techniques that get new business . . . how successful advertisers locate hidden buying influences, discover new and different product applications, measure market potential, sell important new customers.

Also contains helpful data for agencies and advertisers in evaluating industrial publications . . . what industry's most active buying group reads, the type of information they want, how they like it presented.

Complete with latest data on N.E.D. market coverage and proof of N.E.D.'s effectiveness in helping advertisers get more sales in all industrial markets. Write for your free copy, today.

A **PENTON** Publication, Penton Building, Cleveland 13, Ohio

**NEW
EQUIPMENT
DIGEST**



Industry's Leading Product News Publication

Now over 88,000 copies (total distribution) in over 46,700 industrial plants

Volume 10, Number 10, October 1961

WTRF-TV STORY BOARD



WATCHing! This was overheard: "Watching TV I discovered that the cigaret I've been smoking doesn't even have it in the middle."

"WATCH, man!"

WATCH wtrf-tv

WATCH it! Cy Ackermann said it! . . . "Not only is the cost of living higher—some of it isn't fit to drink!"

WATCH Wheeling

WATCH out! A landlubber went to the East Coast for skindiving outfit with the newest gear: rubber suit, depth gauge, flippers, waterproof watch, sling gun, AquaLung, mask, etc. etc.—even a blackboard and special chalk for underwater communication with other divers. After twenty minutes of discovering the strange wonderful underwater world, he looked up and saw a swimmer clad in nothing but bathing trunks. Puzzled, then infuriated, the diver pulled out his blackboard and wrote: "What gives? Spent \$450 for special gear. You here with nothing?" Whereupon the other man took the chalk and scrawled rapidly: "Stupid, I'm drowning!"

WATCH Seven

WATCH 'em! If you don't think peanuts are fattening, just look at some of the elephants who love eating them.

WATCH wtrf-tv

WATCHA say? Seen the Grand Canyon? It's gorges! . . .

WATCH Wheeling

WATCHful! If you want to say something in the average American home today you have to go through channels.

WATCH Seven

WATCHing channel seven is a habit with the folks around here and our rep, George P. Hollingbery, will be glad to give you the details. Pull in the watching Wheeling-Steubenville TV audience from WTRF-TV in Wheeling.

WATCH wtrf-tv

CHANNEL SEVEN **NB** WHEELING, WEST VIRGINIA

CAPTURE THE LION'S SHARE OF THE BIG TEXAS MARKET

WITH ONE ORDER . . .
SAVE UP TO 23%

SPECIFY THE TEXAS NEWSPAPER GROUP

- * Beaumont Enterprise and Journal
- * Dallas Times Herald
- * Fort Worth Star-Telegram
- * Houston Chronicle
- * San Antonio Express and News

879,137..... DAILY CIRCULATION
830,656..... SUNDAY CIRCULATION

Represented Nationally by The Branham Company

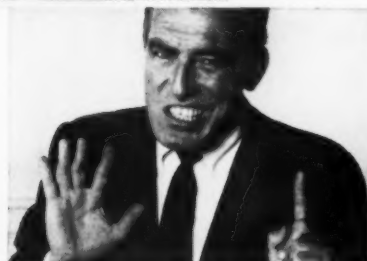
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Rowland Broiles Company		Beaumont, Heller & Sperling, Inc.	
Gary Post-Tribune & Hammond Times	77	Successful Farming	73
Torkel Gundel & Associates		L. E. McGivern and Company, Inc.	
Georgia Group, The	100	Syracuse Newspapers, The	112
Burke Dowling Adams, Inc.		Dong Johnson Associates, Inc.	
Hamilton Spectator	19	Tacoma News Tribune	32
James Lovick & Company Ltd.		The Condon Company	
Indianapolis Star-News	12	Tampa Tribune & Times, The	111
Caldwell, Larkin & Sidener-Van Riper, Inc.		R. E. McCarthy and Associates	
Industrial Equipment News	34	Texas Newspaper Group	124
T. N. Palmer and Company, Inc.		Sam Bloom Advertising Agency	
Life	20-21	Today's Health	102-103
Young & Rubicam, Inc.		John W. Shaw Advertising	
Little Rock Arkansas Gazette	10	Traffic World	120
Phillip G. Bach Advertising		The Schuyler Hopper Company	
Look	4	U. S. News & World Report	17
McCann-Erickson, Inc.		Mac Manus, John & Adams, Inc.	
Machinery	96	WJR Radio Detroit	86-87
Henry J. Kaufman & Associates		Campbell-Ewald Company	
McCall's	Third Cover	WMAL TV Washington, D. C.	89
Grey Advertising, Inc.		Henry J. Kaufman & Associates	
McClatchy Newspapers	111	WMT Radio Cedar Rapids	78
J. Walter Thompson Company		Henry J. Kaufman & Associates	
Media/scope	115	WSBT TV South Bend	18
Henry J. Kaufman & Associates		Lampert-Fox-Prell & Dolk, Inc.	
Medicine Hat News, The	93	WSFA TV Montgomery, Alabama	30-31
James Lovick & Company Ltd.		Robert, Luckie & Company, Inc.	
		WTRF TV Wheeling, West Virginia	124
		The Gutman Advertising Company	

"Who's a grump?"



1. "Sorry, Jean, does it show that much? Fact is I'm at my wits' end with the campaign we designed to show the superiority of our medium."



2. "Sounds crazy but our problem is too *much* superiority — six sales points where we're clearly ahead. I run a dramatic ad on each point each month. But any one of the *other* points may be the *biggest* one to some of our prospects at that time."



3. "Remember the last ad you typed up? I tried covering *all* the points in that one, but our story's too complicated to dramatize more than one point in an ad with real impact."



4. "What's worrying me is that our prospects won't remember the other points of our story from one ad to the next. And the ones they forget may be the very reasons they buy some other medium. How can I cover all the points at once?"



5. "So that's why you've been grumpy! And *your* memory is short, too, Mr. Archer. A week ago you asked me to check the sources of requests for information. Quite a few people who said they wanted more information mentioned our one-point-at-a-time ads in SRDS. They wanted more than we gave them..."



6. "SRDS, of course! The solution was right here all the time. SRDS is the one place we can put *all* the sales points in every ad. That's where our advertisers go to compare *all* important points when they're buying. Wouldn't be surprised if our 'hold back' ads have made some of them grumpy! Jean—how about a good lunch—on me!"

7. With competent, strategically placed information in SRDS
YOU ARE THERE
selling by helping people buy.

SRDS Standard Rate & Data Service, Inc.

the national authority serving the media-buying function
C. Laury Botthof, President and Publisher

5201 OLD ORCHARD ROAD, SKOKIE, ILL. • YORKTOWN 6-8500
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DILEMMA OF THE MAGAZINES

FRANKLY, I don't know what to say about the dilemma of the magazines. Perhaps this is because the MEDIA/SCOPE editorial page lacks the impressive anonymity that somehow lends weight to editorial dicta of other publications. But it is obvious that something should be done for some of the general magazines of large circulations, for their economic plights are well known. Indeed, the profit of all magazines averages only 1.8 per cent of gross, a distressingly low figure for a business that is almost characteristically venturesome.

The first observation that one might make is that some of the important magazines are on the horns of a dilemma. In order to justify higher advertising rates that produce larger revenues, they seek increasingly greater circulations. However, as they gain in numbers, do they not risk losing their distinctiveness as selective media? How can you be a mass medium and a selective medium at the same time?

The paradox is, however, that some of the big magazines have been able to add millions to their circulations without becoming less selective — *selective* if we talk about the educational level of audience and its economic status. However, there must somewhere be a point of diminishing return. Two of the big magazines are said even now to possess combined circulations that reach half of all the college graduates. Let us suppose that eventually they reach all college graduates. Then, for further circulation gains, they will have to dip lower into the educational strata. And then their circulations will be less selective, if we are talking about educational level of audiences, and will be more similar to the great television audiences.

Another problem is intensity of interest. As additional millions are added to circulations, will this increment be as intensely interested in reading the magazines as the original numbers? If they are not, what will this mean

to the exposure received by the advertising messages that the magazines carry? It is too bad that advertising page exposure studies were not started a dozen years ago so that by now we would have historical data to guide us.

If you push mass circulation to its logical conclusion, you have television. *Mass circulation* now has a different meaning from what it had when national magazines were the only general media.

One solution to the economy of the magazines is for them to raise arbitrarily both advertising page rates and subscription and single-copy prices. (See James B. Kobak, "Magazines: Crisis in a Recession," MEDIA/SCOPE, June 1958.) There seems to be little chance to stem the rising costs of paper, printing, labor, and postage. However, magazines do not operate in a vacuum; on the scores of both higher advertising rates and higher magazine prices they must face the competition of television and other media.

Perhaps Dr. Daniel Starch has suggested a way in his study, "Measuring Product Sales Made by Advertising," that appeared in MEDIA/SCOPE last month. He shows how the effectiveness of advertising in all media can be estimated in terms of current product sales per dollar of advertising cost. Once a media planner has these data — and they can be computed for other media in the same way that Dr. Starch has computed them for magazines — then he can make a selection among media on the basis of their relative effectiveness in selling his clients' products.

The buyer of media might then know that some types of products can be advertised more efficiently in magazines than in television, and *vice versa*. Such a conclusion might resolve for the general benefit of advertising some of the wasteful strife between two great media, without damaging either.

top one
best one
biggest one
most selling one
exciting one
dynamic one
gorgeous one
beautiful one
readable one
growing one
brilliant one
inspiring one
brightest one



& number one
in circulation
in advertising
first magazine for women

The Anatomy of a Magazine

A few useful facts you might like to know about

Magazine Definition—

"The New Yorker is more than a magazine—it is a mirror held up before the changing times and tastes of America." That's the way the president of one of the leading advertising agencies defined The New Yorker.

Market Measure—

The New Yorker is an effective selling medium because its circulation is concentrated in the country's most important markets for quality merchandise. It is a national magazine. Its circulation is strongest in those areas where sales potential is greatest. Further precise evidence is available, if you wish, in our "Circulation Analysis."

Audience Characteristics—

The New Yorker is read by affluent, influential people who live in the better residential areas, and patronize the better shops. By education, income, possessions, and any other standard, it is a quality readership. Further available evidence: "Characteristics of Readers and Households."

Retail Stature—

The New Yorker has always rated high with retailers. The best evidence is the fact that retailers themselves, everywhere, advertise so heavily in



The New Yorker is a national weekly. Its weekly circulation of 425,781 (12/31/60 A.B.C.) is concentrated heavily in the rich 47 primary U. S. city trade areas where most business is done.

its pages. The New Yorker carries more retail advertising than any other magazine. Its acceptance and influence are usually high. Further available evidence: "Retail Advertising Record."

Advertising Leadership—

The New Yorker serves annually over 1,600 advertisers. Last year it carried over 5,000 pages of advertising, an all-time advertising high. It ranks among all magazines in major advertising classifications: Retail and/or Direct by Mail; Travel, Hotels & Resorts; Radios, Television Sets, Phonographs, Musical Instruments; Accessories; Beer, Wine, Liquor; Toiletries & Cosmetics; Apparel—Men's; Jewelry, Optical Goods and Cameras. Further evidence: most recent lists of "New York Advertisers" available in classification.

Business-Getter—

The New Yorker has produced results consistently over many years for a long list of advertisers, large and small, of a wide variety of products, services and ideas for men and women, home and business. Ask your New Yorker representative who will be pleased to show you specific "Result Stories" in various classifications of advertising.

THE
NEW YORKER

No. 25 West 43rd Street, New York 36, N. Y. Other advertising offices: Chicago, San Francisco, Los Angeles, Atlanta and London

SERVING

New Yorker
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